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AMC PROGRAM AT NALU MIDYEAR

Nicholson Challenges Agency Heads To Solve Lapse, Surrender Rate Problems

FORT LAUDERDALE, FLA.—A challenge to take over the leadership in solving the problems of lapses and surrenders was dropped squarely in the laps of agency heads by Elmer L. Nicholson, agency vice-president of Connecticut General, on the program of General Agents & Managers Conference of NALU during the mid-year meeting here.

Said Mr. Nicholson, "Where there are strong managers and general agents, there are strong agents. Where there is a strong and loyal corps of agents, there is a strong agency department, a strong company, quality business and persistency."

Other Speakers

Other speakers on the program which took as its theme, "Pride in Management," were the luncheon speaker, Lillian G. Hogue, New York Life, Detroit, president of American Society of CLU, who discussed selling to the women's market; Wylie Craig, vice-president and director of Georgia International Life, who covered agency operations, and E. Clare Weber, New England Life, Cleveland, who stressed

faith in the life insurance business as a means of securing success.

The alarming increase in the lapse rate—14.8% in 1951 as against a probable 22.5% in 1961—and the rise in the surrender rate from 2.2% in 1951 to an estimated 4% in 1961, Mr. Nicholson declared, has caused the entire life insurance industry to take stock of itself.

Research into Connecticut General's operation indicates that lapse is most directly related to initial sale, Mr. Nicholson reported. Surrenders, on the other hand, are more directly related to external economic or prevailing-attitude conditions, to product, to mobility of the policyholder and to inatten-

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Kan. Leads States With 27% Ordinary Sales Gain In March

Kansas showed the largest percentage increase in March ordinary sales, with Alaska second and Nebraska taking the third spot, according to LIAMA. Respective percentage increases were 20%, 19% and 17%.

For the first three months of the year, Alaska led in ordinary sales percentage gains with 27%, Montana won second place with 15% and Kansas and Utah tied for third with 13%.

Credit Life, A&S Placed Under Maine Department

Gov. Reed of Maine has signed a bill which places credit life and health insurance under the jurisdiction of the insurance department.

At the same time, the governor signed a measure authorizing prosecution for false advertising by insurance companies not licensed in the state.

Farm & Home of Indianapolis had an increase in assets of \$212,245 last year, total on Dec. 31 being \$1,717,805. Income increased \$115,860 during the year, and insurance in force reached \$20,727,239, an increase of \$7,317,931, or 54.6%.

Top Speakers Spark Sales Congress Of Ill. Health Agents

A star-studded lineup of able speakers made the annual sales congress last week of Illinois Assn. of Health Underwriters at Aurora a zestful thing with a copious contribution of wit and wisdom directed to surveying the market for health insurance, the job to be done and how to do it. An above-average turnout of 150 well-satisfied customers gave most parts of the state representation equal to, if not surpassing, the Chicago delegation.

James D. Underwood, Peoria, succeeded S. B. Stottrup, Decatur, as president. Both are general agents of Mutual of Omaha. Other officers are Clarence Warner, Philadelphia Life, Rock Falls, 1st vice-president; Raymond Carpenter, Mutual of Omaha, Aurora, 2nd vice-president; and LeGrand A. Flack, Effingham, secretary-treasurer.

The prerequisites of prescribing to the prospect were given by Herbert C. Graebner, dean of American College of Life Underwriters. These were knowledge and the ability to speak. Just as an agent must have a knowledge of contracts, service, clients and the economy, he must also be able to speak "persuasively, convincingly and everlastingly about insurance." The prospect who wants to buy but claims he can't afford to is a test for the persuasive salesman. The agent must be able to show that what he is offering will be better for the prospect than that which he would otherwise buy with the money.

Enumerates 'Sins'

Mr. Graebner enumerated what he called "the sins of family finance." They were:

1. Impatience—get it today, even though one can't afford it.
2. Excesses—too much house, too much car, too much wardrobe.
3. Impulsiveness.
4. Conspicuous consumption—buy because it is fashionable.
5. Lack of goals for the life of the family.

Of the family goals, Mr. Graebner said these can be created through life and health insurance, and he challenged agents to get out and help

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A&S Premiums In 1960 Gain 10% To Reach \$7.5 Billion

Tabulation Reported In 1961 Survey Number Of A&S Review

A&S insurance premiums written during 1960 totaled \$4,861,555,600, according to a company-by-company ranking tabulation reported in the 1961 Survey Number of the Accident & Sickness Review. This was an increase of 10.4% over the 1959 total of \$4.40 billion. Losses incurred in 1960 amounted to \$3,493,731,400, compared to \$3.20 billion in 1959.

Group premiums written totaled \$3,063,764,000 in 1960, an increase of 10.8% over the \$2.73 billion in 1959. Individual business registered \$1,797,791,500 in premiums, up 7.5%. Non-cancellable and guaranteed renewable premiums in 1960 reached \$362,530,700.

Hospital Plans' Income Up 31.1%

Blue Cross and other hospital organizations in 1960 had earned subscription income amounting to \$1,891,893,400, an increase of 13.1% over the 1959 total of \$1.66 billion. Blue Shield and other medical-surgical organizations had earned subscription income of \$839,218,100, which was 9.4% over the \$767 million total for 1959.

The grand total for 1960 of net premiums written by insurance companies and earned subscription income of hospitalization and medical-surgical organizations was \$7,586,667,200. The total in claims incurred and expense payments made was \$5,994,157,300.

The Survey Number contains special feature articles by Millard Bartels, chairman insurance executive committee Travelers and president of Health Insurance Assn.; Joseph W. Scherr Jr., chairman Inter-Ocean; F. Kenneth Stoakes, general agent Loyal Protective, Los Angeles, and president International Assn of Health Underwriters; D. D. Ulfers, executive vice-president Mutual Benefit H&A.; John R. Rudell, agency vice-president Massachusetts Casualty; and Jarvis Farley, secretary, treasurer, and actuary Massachusetts Indemnity & Life.

Other features include 34 articles by top producers throughout the country who discuss their favorite sales methods, and a report on the Accident & Sickness Review's annual trends survey among companies, in which 402 insurers participated.

Association Group Measure Sidetracked By Conn. House

A bill that would have permitted the sale of association group life insurance in Connecticut has been sidetracked by the house of representatives. The measure, which received earlier approval by the senate, was sent back to a house legislative committee, where it is expected to die.



from left, Jack C. Harper, Wichita, Kan., executive committee member; Henry Weiss, Miami, secretary-treasurer; Mr. Marshall; Joseph L. Speyer, Boston, vice-president and Herbert Frankford, New York, executive committee member.

Henry Marshall, general agent at Brooklyn, N.Y., and new president of Berkshire Life's general agents association, poses with other officers of the association after their election at a meeting of the company's field management men in the home office. The new association officers are,

Ordinary Sales In N. Y. Show Slight Decrease From '59

ALBANY—Sales of ordinary in New York State in 1960 showed a slight decrease—3.3%—according to company statements filed with the New York department. The 1960 ordinary total new business, including revivals and increases, was \$5,684,399,396 as against \$5,878,278,375. Ordinary in force at the year end was \$41,489,176,706 as against \$39,078,276,993.

The ordinary drop would have been some \$58 million less had North American Reassurance used the same method of computing New York business that it did for 1959. In 1959 the company showed as New York business the reinsurance it assumed on the lives of New York State residents. For 1960 it showed no New York business. The newer plan results in a more accurate picture of total business written in the state, since North American's business shown as originating in New York in 1959 would also have been reported as direct business by companies that wrote it and then ceded it as reinsurance.

Would Cut Drop To 2.3%

Hence, if North American Re's business is disregarded for 1959 as well as for 1960, the drop in ordinary sales in the state would be only 2.3% instead of 3.3%.

Group sales in 1960 were up slightly, being \$3,467,617,065 as against \$3,438,508,963. Group in force at the year end was \$27,285,935,458 as against \$24,654,057,489.

Industrial sales totaled \$156,023,325 as against \$163,559,340. Industrial in force was \$2,802,576,515 as against \$2,923,780,785.

Total sales for all classes were \$9,308,039,786 as compared with \$9,480,346,678. Total in force for all classes was \$71,577,688,679 as against \$66,656,114,889.

In the life sales table that follows, all figures are for ordinary unless designated G for group or I for industrial.

Following the life sales and in-force figures are tables showing A&S premiums and losses of life insurers and the premiums and losses of "non-profit" hospitalization and medical and dental care plans in New York State.

	New Business	Total In Force
Aetna Life	90,967,340	542,319,509
(G)	247,250,600	1,821,624,400
Allstate Life	31,094,713	58,245,881
(G)	6,797,639	80,375,077
Amalgamated	72,000	525,905
(G)	74,524,069	261,521,500
American Life, N.Y.	149,021	45,505
Bankers, Iowa	15,048,113	109,889,721
(G)	5,815,721	205,093,389
Bankers Security	2,673,812	20,587,077
(G)	165,718,354	165,658,537
Berkshire	23,855,881	216,562,885
(G)	47,468,662	185,464,915
Canada	1,188,250	23,352,737
Church	316,000	6,579,658
(G)	381,400	2,068,800
Citadel Life	2,505,412	2,505,412
(G)	250,000	250,000

(CONTINUED ON PAGE 22)

Keogh Bill Favorably Reported By House Unit

WASHINGTON, D.C.—Over opposition of the administration, the House ways and means committee has ordered favorably reported HR 10, the Keogh bill, to encourage the establishment of voluntary pension plans by self-employed persons. The vote was 18 to 5. Chairman Mills and four Republican members were in the minority.

Topics Of Members Speaking At MDRT Meeting Are Announced

A session on the life agent as a business man, one on fundamental sales strategy and 10 workshop panels will bring to the Million Dollar Round Table a wide variety of useful ideas from many fellow-members when the MDRT gathers for its annual meeting at the Americana Hotel, Bal Harbour, Fla., June 25-29.

The session on Monday, June 26, on the life agent as a business man will have as moderator Alfred J. Lewallen, Mutual Benefit Life, Miami, a member of the MDRT executive committee. Here are the topics and the members who will discuss them:

"Organizing for Million Dollar Production," Henry F. McCamish Jr., Massachusetts Mutual, Atlanta.

"Prestige Building in a New Community," Louis Fish, Mutual Benefit Life, Joliet, Ill.

"Effective Use of Tax Letters and Mailing Pieces," Richard G. Bowers, New York Life, Keokuk, Ia.

"Records Are Necessary," Frank Ridge, Mutual Benefit Life, Washington, D.C.

"Why Not a Life Insurance Partnership?" Benjamin L. Stern, New England Life, New York City.

"Why Not a Life Insurance Corporation?" Raymond F. Triplett, New York Life, San Jose, Cal.

"From Agent to General Agent to

Agent," Sadler Hayes, Penn Mutual Life, New York City.

The workshop panel that evening on "How I Sell Millions Every Year" will have as moderator Arthur F. Priebe, Penn Mutual Life, Rockford, Ill., a past chairman of MDRT. Speakers will be Daniel Auslander, Massachusetts Mutual, New York City, and Ben Feldman, New York Life, East Liverpool, O.

Tuesday, from 2 to 5 p.m., there will be three concurrent workshops, each repeated once. Topics and participants are:

1. "Disability Approach to Business Insurance," William Harmelin, Continental Assurance, New York City, and "Tax-Sheltered Annuities, 501-C-3," Francis T. Penn Jr., National Life of Vermont, Hartford. Moderator will (CONTINUED ON PAGE 12)

1961 Little Gem Life Chart Is Published

Up-to-date authoritative answers to practically any question about policy provisions, premium rates, values, dividends, costs, options, etc., of 228 life companies, with much related statistical data and 11 significant financial and operating figures concerning each of 357 companies, are presented in the 1961 Little Gem Life Chart, now being distributed by the National Underwriter Co. Throughout the new Little Gem is a vast amount of recently changed policy facts and figures—all sorts of new policies, new rates, new dividend schedules, etc.—information of importance to life underwriters who want to advise clients and prospects properly about life insurance as it is being sold today.

59th Annual Edition

Now in its 59th annual edition, the Little Gem, with 768 pages printed on Bible paper, provides these useful and impartial facts and figures concerning those companies which together have about 99% of the total of life insurance in force in the U.S.

With the 1961 Little Gem, an underwriter can quickly locate almost any life insurance fact or figure that he is likely to need in his daily work. The almost revolutionary changes in life insurance since a year ago have put an extra responsibility on all life insurance salesmen. Thus publication of the 1961 Little Gem with these new facts and figures will be of help to agents everywhere.

For each of the 228 companies, the (CONTINUED ON PAGE 26)

Fla. Agents Score Unfair Practices In Sales To GIs

FORT LAUDERDALE, FLA.—As reported briefly in an earlier account the midyear meeting of NALU, the Florida Life Underwriters Assn. called on NALU to request a congressional investigation of "certain so-called non-profit associations and mutuals mostly underwritten by commercial insurers" that "have taken advantage of the position and support of certain officers of the armed forces to create fair insurance monopolies."

In Resolution Form

The Florida association requested the form of a resolution to the NALU committee on affairs of veterans and servicemen, was not acted on by the national council during its meeting but was referred back to the committee for further study. Documentation of the charges was not available at the time, but spokesmen for the Florida group told THE NATIONAL UNDERWRITER that evidence in the hands of a member of the Florida contingent not present at the midyear would substantiate all the charges.

The associations or mutuals named in the resolution are certain reinsurance and benefit units formed by the various services. In its resolution, the Florida association charged that the groups were guilty of acts which were unfair and against the rules of trade and competition, as follows:

—Use of federal buildings, rent free by the underwriting companies for executive and home offices.

Use Active Duty Officers

—Use of certain armed forces active duty officers as executives and agents paid and unpaid.

—Use of the authority of certain high ranking armed forces officers, by executive order or official correspondence promote the sale of insurance or mutual funds to service personnel, ordering subordinates to do the plan in question and using captive audience techniques.

—Unfair and prohibitive regulation published by certain officers to prevent civilian agents from being able to present their cases in equal competition with the associations or mutuals.

—Use of armed forces addresses for advertising.

—Use of the names and prestige of certain high ranking officers to promote the sales of the insurance of these selected associations and mutuals.

National Travelers Life of Des Moines reported a 29% increase in business during March.



human freedoms." Also being honored is G. Gustav Steiner, Aetna Life, honorary chairman of the division, at far left. Also pictured are, from left, J. D. Garfunkel, Mutual Benefit Life, associate chairman of the division; Murray White, Berkshire Life, chairman, and Ralph G. Engelsman, sales manager, consultant, executive committee member.

Lester O. Schaefer, executive vice-president of NALU, holds plaque awarded him by the life insurance division of the joint defense appeal of American Jewish Committee and Anti-Defamation League of B'nai B'rith for his efforts in behalf

for the Willseys Franklin is a family affair

March 14, 1961

Mr. F. J. O'Brien, Vice President
Springfield, Illinois

Dear O'B:

On this, my fifteenth anniversary with the Franklin, I can't help but write to you to tell you that with the Willseys Franklin Life is really a family affair.

Before joining the Franklin and after being in the life insurance business for six years, and being classified as successful, my income still wasn't up to my expectations. After investigating the Franklin Life merchandise and the great opportunities afforded by them, with no ceiling on income or advancement, I signed with Franklin Life on the fourteenth day of March, 1946. Through this fifteen-year period my income increased more than fifteen times over my previous connection.

I am additionally fortunate in having both my boys as an integral part of our Franklin organization. If you will reminisce with me, O'B, you will recall that Don, as a Junior at Indiana University, first began handling our Specials thirteen years ago. Although holding two college degrees, a Bachelor of Arts degree and a Doctor of Jurisprudence degree in law, he has chosen to continue his Franklin activities. Phil, six years ago, as a sophomore at Indiana University, became actively engaged in selling Franklin's Specials. He obtained an undergraduate degree in insurance and is presently a senior in law school and still enjoying a full time income. He is a member of Franklin's famed 60 Club and qualified for Franklin's Million Dollar Conference.

My wife, Bonnie, also has been an important part of our organization. When I first opened my office, she became our office manager and still maintains this position. Twelve years ago my cousin, Russell Willsey, came with us and is presently one of Franklin's top Area Managers. Approximately one year later my brother, Bill, joined us from another company.

All of our respective families continue to enjoy success, happiness, and prosperity. Franklin has the size, age, and merchandise and is truly an agency company. We thank all of you in the Home Office for this great opportunity to be associated with you.

Sincerely,
Bob

An agent cannot long travel at a faster gait than the company he represents



The Friendly

FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans.

Over Four Billion Dollars of Insurance in Force



C. R. WILLSEY



F. W. (PHIL) WILLSEY



DON R. WILLSEY

End-Of-Month Bid Prices Of Insurance Stocks Are Listed

Bid prices as of April 28 on the following list of insurance stocks is submitted by Cartwright, Valleu & Co., Board of Trade Building, Chicago. This is the list that appears monthly.

	Dec. 30, 1960	March 31, 1961	April 28, 1961
Aetna Cas.	96	125	128
Aetna Fire	91 1/4	102	113
Aetna Life	97 1/2	101 1/2	109 3/4
Agricultural	31 1/4	29	30 3/4
All Am. L. & C.	8 1/2	11 1/4	10 1/4
Am. Equitable	19 3/4	22 1/2	21 3/4
Am. General	30 1/2	42 1/4	42 1/2
Am. Home	41	47	47
American	27 1/2	30 3/4	31
Am. Motorists	17	17 1/4	17 1/2
Am. National	7 1/2	12	11 1/2
Am. Reins.	41	45	48
Bankers Nat. Life	22	28 1/2	33
Bankers & Shippers	55	57	56
Benef. Std. Life	15 1/2	22 1/2	29
Boston	31 1/2	35	35
B.M.A.	42 1/2	66	57*
Cal.-Western States	50 1/2	56 1/2	60
Camden	32 1/2	34 1/4	36
Combined	37	63	60
Commonwealth Life	21	29 1/4	35 3/4
Conn. Gen. Life	200	208	202
Continental Assur.	180	242	252
Continental Cas.	87 1/2	106	106
Continental	56 1/2	59 1/2	61
Corroon & Reynolds	15	17 1/4	17
Crown Life	225	280	310
Crum & Forster	72	87	81 1/2
Employers Reins.	61 1/2	67	65
Empl. Group Assocs.	39 1/4	41	44
Farmers Und. Assn.	42	52	53 1/2
Federal	57 1/4	70 1/2	71
F.&D.	43 1/4	54	59
Fireman's Fund	53 1/4	58	61 3/4
Franklin Life	76 1/4	100 3/4	120
General Am. Corp.	157	171	173
General Reins.	121	131	134
Glens Falls	39 1/4	40 1/4	41 1/2
Government Empl.	89	112	122
Govt. Empl. Life	64 1/2	83	98
Great Am.	49 1/2	63 1/4	57 1/2
Grt. Am. Life Und.	770	1050	1200
Grt. Southern Life	69	79	81
Great-West Life	395	590	560
Gulf	34 1/4	37	37
Gulf Life	18 1/2	23 1/4	25
Hanover	42 3/4	44 1/2	45 1/2

	Dec. 30, 1960	March 31, 1961	April 28, 1961
Hartford Fire	57 1/4	65	62 1/2
Hart. Steam Boiler	91	102	106
Home	63	59	55
Ins. Co. No. Am.	77	85	90
Ins. Shares Cert.	34 1/4	41	42
Interstate F. & C.	14 1/2	19 1/2	22 1/2
Jeff. Std. Life	42	56 3/4	55
Jersey	34	33	32 1/2
K. C. Life	1340	1630	1690
Lamar Life	33	39	40 1/2
Liberty Natl. Life	58 1/2	51	52
Life & Cas.	16 1/4	19	20 1/2
Life Companies	13 1/2	12 3/4	13 1/4
Life of Va.	56 1/2	78	84
Life Ins. Investors	17.89	21.06	22 1/4
Lincoln Natl. Life	92	113	110
Maryland Cas.	36 1/2	42 1/4	41 1/2
Mass. Bonding	39	42 1/2	43
Mass. Indemnity	39 3/4	43 1/2	42
Mass. Protective	69	89	89
Merchants Fire	35	41	42
Midwest. United Life	37 1/2	42	35 1/2
Monumental Life	56 1/2	66 1/2	73
National Fire	123	126	127
National L. & A.	114 1/2	139	140
National Old Line	15 1/2	24 3/4	31 1/4
National Res. Life	148	167	180
National Union	40 1/2	44 1/4	44 1/4
Nationwide Corp.	28 1/4	31	35
New Amst. Cas.	62	74	83
New Hampshire	52	57 1/2	56 1/2
North Am. Life	14 1/4	15	17 1/2
Northeastern	12 1/4	17 1/4	17 1/4
North Central Co.	9 1/4	15 1/4	14 1/2
North River	41 1/2	45 1/2	44
Northern Ins.	130	135	145
Northern Life	88	96	98
Nw. National	90	95	92
Nw. Natl. Life	24	29 1/2	28 1/2
Ohio Casualty	60	65	67
Old Line Life	14 1/4	16 1/2	16 1/2
Old Republic	18 1/2	21 1/2	21 1/2
Old Republic Life	55	57 1/2	56
Pacific	33	36 1/2	33 3/4
Pacific Indem.	15 1/2	21	30
Pacific Natl. Life	22 1/4	24 1/4	26 1/4
Peerless	34 1/4	40	38
Peoples Life	55	55	59 1/2
Philadelphia Life	83	91	91 1/2
Phoenix	18 1/2	24	23 1/4
Prov. Wash.	81	104	116
Provident L. & A.	44	47 1/2	52 1/2
Quaker City Life	21 1/2	25	25
Reins. Corp.	53 1/2	66 1/2	64 3/4
Reliance	27	32	33
Republic	33 1/2	47	47 1/2
Repub. Nat. Life	61	73 1/2	72
St. Paul F. & M.	39	42	42
Seaboard Surety	55	56	70
Security	33	52	56
Security L. & A.	41 1/4	52	46
Sec. Life & Trust	88	97	96
Southland Life	53	75	80
Southwestern Life	33	39 1/2	38 1/2
Springfield	47 1/2	62 1/2	62
Standard Acc.			

Eric Johnson Elected Northeastern Life V-P

Eric G. Johnson has been elected vice-president of Northeastern Life.

He was formerly vice-president of Colonial Life and before that of Penn Mutual Life.

Mr. Johnson, who is a brother of Holgar J. Johnson, president of Institute of Life Insurance, entered the life insurance business in 1926 as an agent in his brother's Penn

Mutual general agency at Pittsburgh. Eric Johnson later became general agent there.

Blue Cross Of Jamestown Receives N. Y. Department Approval On Merit Rating

The New York department has approved a merit rating program proposed by Chautauqua Region Hospital Corp. (Jamestown Blue Cross). At the same time the department granted approval for rate increases on the plan's community-rated 21-day contracts ranging from \$1.01 to \$3.98 per month.

The merit rating program would affect group remittance and experience rated group contracts. It would use the past experience of a group to determine future rate increases and decreases.

Ohio Agents Schedule Sales Congress May 12

A highlight of this year's convention of Ohio Assn. of Life Underwriters will be the sales congress May 12.

Featured speakers include Melvin E. Morgan, Life of Virginia, Romulus, Mich.; Ralph H. Ruch, Mutual of N.Y., Louisville; Hugh G. Thompson Jr., Northwestern Mutual, Charleston, W. Va., and Fred Smith, of the consulting firm bearing his name.

Members of the Ohio Leaders' Club will be honored at a banquet Thursday evening, May 11, and the Ohio association's business meeting will be held at the close of the sales congress Friday afternoon.

Believed To Be Oldest Hospital Policyholder

Employees Life of Chicago believes one of its policyholders is the oldest person owning hospitalization coverage. She is Mrs. Anna E. Rupel, Arlington, Cal., whose age at nearest birthday is 100. Mrs. Rupel's policy, which was issued in 1943, has been maintained in force without modification or reduction in benefits and her premium has remained the same.



ESTABLISHES FUND—Frits ley, vice-president, Latin America, Pan-American Life, left, presents check from the company amounting to \$5,000 to Alton Oschner, president of Cordell Hull Foundation. Pan-American has established a loan fund for Latin American students to study in U.S. universities. The fund will be administered by the foundation.

No More Association Group: Mass. Mutual

Massachusetts Mutual has adopted policy of no longer accepting coverage for associations or individual

In a letter to general agents and group field men, Charles H. Schaaf, executive vice-president, said the company's decision was in accord with the views of its general agents and agents and "would seem to be in accord with the views of the majority of field underwriters nationwide."

He said that both the company agents and general agents associations were unanimous in their opinion that writing either group or franchise insurance for trade or professional associations was not in the best interest of the insuring public, the company and its field force.

A year ago, Massachusetts Mutual announced that it would no longer accept group cases in which full commissions were not paid to an agent or broker of record.

Holgar J. Johnson Sees No Competitive Battle Between Mutual Funds, Insurance

Life insurance and mutual funds are not in a competitive battle but serve the public in two distinct areas of financial planning, Holgar J. Johnson, president of Institute of Life Insurance, said at a breakfast of Dallas Life Underwriters Assn.

"Mutual funds and life insurance each have a role to play in helping families achieve financial security and independence but each has a different role," Mr. Johnson said. "Life insurance provides guaranteed security and mutual funds provide an equity interest in industry with speculative growth possibilities. There is no substitute for life time insurance protection with guaranteed values as the basic element in creating financial security for a family."

Mr. Johnson said that the idea of some sort of fight between life insurance and mutual funds stems from efforts to combine the two, and to do so though term at the expense of established permanent policies.

PROSPEROUS



is the agent selling United Life and Accident's Plusses, the latest being the new GROUP INSURANCE PLAN, providing: Life, Accidental Death and Dismemberment, Weekly Income, Hospital and Surgical or Major Medical, Optional Maternity Benefit — plus generous benefits for dependents of insured.

UNITED LIFE AND ACCIDENT INSURANCE COMPANY

EST. 1913

CONCORD, NEW HAMPSHIRE



Write H. V. STAEBLE, C.L.U., Field Management Vice President, United Life, 2 White Street, Concord, New Hampshire

- OR CONTACT -

WARREN E. CUTTING, Sup't of Agencies for the District of Columbia, Fla., Ill., Mass., N. H., N. J., Ohio*, Vt., and Va.*

WALTER O. COREY, Sup't. of Agencies for Cal., Conn., Del., Md., Me., Mich., N. C., Pa., and R. I.

*Agency building General Agents' opportunities available.

The Equitable Life of Jeff Shor in New York

Jeff Shor, right, demonstrates with large-mouth bass and pike that he is a successful producer even when vacationing. In New York he has led production at the Maxwell M. Shaf-fan Agency for 12 out of 16 years. Companions are Moe Zweibel and Irving Edelman.



Milk run: Jeff calls on clients at Holland Farms, Inc. L. to r.: Julius Bagdan, President; Sydney Bagdan, Secretary; and Frohman Holland, Treasurer. Jeff began his insurance career as an office clerk in 1934, turned to full-time selling a decade later. Last year he led all Equitable agents in pension trust business.



The family gathers at the Shor home in Great Neck Estates, Long Island. The idea was to celebrate son-in-law Leonard Nedlin's release from the Army Tank Corps, but son Aaron Louis, insisted on a checker game, too. L. to r.: Leonard Nedlin, daughter Radie Lee Nedlin, Jeff, wife Belle, Aaron, and daughter Gail Lois.



Jeff planned buy and sell insurance for Sea Isle Sportswear, Inc.—which helped when one of the three owners died. Above, Leo Friedland, Secretary; Charles Beer, President. Sea Isle also has an Equitable Pension Trust for its employees.



Organized generosity: Jeff, a Mason, helped found the philanthropic Truth Lodge Foundation, Inc. Above directors are, standing: Laurence Pollock, Irving Greenspun, and Herman Miller. Seated: Jeff, the first and only President of the 10-year-old organization, Sidney Gerson, Henry Kahn, Max Shor (Jeff's brother), and George Lipton.

A Man's Prestige somehow goes hand in hand with the prestige of the company he represents. This is why Jeff is proud to be a life underwriter for Equitable. It's a full life. And a rewarding one. **Living Insurance is more than a need . . . it's a career!**

THE EQUITABLE

Life Assurance Society of the United States

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Minimum Deposit Sales Are Blasted, Termed A Fraud

The minimum deposit type of sale, masquerading under the guise of ordinary life, is a vicious form of buy term and invest the difference.

This was the opinion of L. S. Norman, actuary American United Life, as he addressed the company's sales convention at Hollywood, Fla. Mr. Norman said, "when a whole life policy is bought with the intention of borrowing the cash values as fast as they would otherwise be created, the effect is certainly not permanent life insurance, not cash value life insurance, but a fraud that is hurting the good name of life insurance."

Some Defend Practice

He said it is particularly distressing because some well-intentioned insurance men defend this practice and in some cases even recommend the surrender of existing policies. They are swayed by the fact that on paper the form of the policy is ordinary life and on paper the purchaser is only taking advantage of his policy loan privilege, supposedly one of the strong points of permanent life insurance.

However, Mr. Norman argues, such loans are pure fiction. "How can there possibly be anything to borrow when nothing has been either paid in or earned on the company's investments?"

Mr. Norman's objections to the minimum deposit sales are threefold:

—The destruction of the policy values means the destruction of life insurance assets. Minimum deposit "loans" can hardly be considered true assets. They certainly do not provide

any emergency values.

—Abuse of the tax-deductibility of loan interest is simply inviting the government to step in and remove the unfair advantage, and probably some worthwhile privileges with it.

—These policies are not going to last. Even the companies that have managed to preserve decent persistency on these policies up to now have reason to worry about the effect of the accumulated "so-called" loans. New waves of terminations can be expected. When this happens, mortality experience will suffer, since the poorer risks tend to stay on.

Needed For Economy

Cash value life insurance is needed as a positive force in the nation's economy, and today's high level of interest earnings will help to bring this about, Mr. Norman concluded.

In another warning of outside influences of life insurance, Lawrence Leland, vice-president and agency director American United Life, said he hopes a few competitive factors, are not forcing life insurance salesmen into thinking and acting like persons who sell life insurance as a side line.

Mr. Leland said mutual funds cannot compete with life insurance in today's selling market because life insurance salesmen are not in a business of making their prospects rich but of preventing them from ever being poor. "We do not compete in this business because there is no competition in protection and estate creation," he stated.

Auto Racing Will Be Topic Of Ind. HO Underwriters

Automobile racing will be the topic of discussion at the May 10 meeting of

Indiana Home Office Underwriters Assn. William Hemmerling, Standard Life, will discuss speedway-type cars and midget racers; Russell Kreider, Lincoln National, stock cars and jalopies, and Robert Leraas, American United, sports cars.

College Students Complete On-The-Job Phase Of Study At Met Life Home Office

Two students in the Harvard-Radcliffe program in business administration have completed spring field work at Metropolitan Life where they have worked in the home office surveys division since Feb. 27.

It is the first time the company has participated in the program which gives prospective June graduates on-the-job experience in the nation's businesses to supplement their academic work.

The students are Alexandra Lappas of Palisade, N. J., and Florence Fearington of Winston-Salem, N. C., both of Radcliffe College.

Cal. Life Assn. Annual To Be Held June 22-24

California Assn. of Life Underwriters will hold its annual convention June 22-24 at Santa Barbara. Under the theme "Tomorrow's Life Underwriter," the program will attempt to provide a thorough exploration of the life agent in the next decade and beyond. Speakers and panels will delve into the role of the life agent in the 1960s; where he is going and his power to control his destiny, both from the standpoint of the life insurance industry and life association.

Balancing the work sessions, the meeting will also feature a dinner dance and show at the Coral Casino of the Biltmore Hotel, boat parties in Santa Barbara Bay, cocktail parties and a California Wine Tasting.

A new series of regional workshops in association affairs will also be held, replacing the former local association reports which were made at previous conventions.

Great American Life (N.J.) Establishes Home Office

Great American Life of New Jersey has established its home office at 110 Halsted Street, East Orange.

According to Walter E. Beeson, president, the staffing of the company is moving toward completion and it is expected that active business operations will begin in the near future.

Nationwide, IDS Study Insurance, Mutual Fund Sales

Investors Diversified Services and Nationwide Mutual group have agreed to undertake a joint study project, the possibility of setting up a selling force that would offer the investment and insurance services of both organizations.

IDS offers face amount certificates and life insurance through subsidiaries and shares in five affiliated mutual funds. Nationwide Mutual offers a full line of insurance. An "understanding" between the organizations states:

"On the basis of preliminary talks we propose to explore thoroughly the advantages of having the 3,400 salesmen of Investors Diversified Services and the 6,000 salesmen of the Nationwide insurance group sell the investment and insurance services of both organizations.

"A committee to direct the study shall comprise W. Grady Clark, Manager D. Lincoln and Charles T. Ireland Jr.

"The purpose is to determine the full advantages of offering to the public multiple lines in investment and insurance services through both sales organizations.

"It is our preliminary opinion that a feasible plan could be developed which would be to the advantage of shareholders or policyholders of all companies concerned, and to the sales organizations of both groups.

"The study shall explore the advantages of a flexible group of investment and insurance services that can be adjusted over the years to meet the customer's changing needs, the adaptability of the salesmen of each organization to the selling techniques required, and the determination of obstacles to be overcome before such a program can be instituted.

"The following steps will be taken immediately to initiate the study:

"1. Attorneys for both IDS and Nationwide will commence a joint review of all applicable law, especially with regard to licensing procedures and other requirements.

"2. Sales officers of both companies will prepare their recommendations as to the most effective way in which cooperative sales effort could be developed with full conformity to all regulatory bodies."

Paid-for business of Victory Life of Topeka in March was 40% ahead of last year. Business in the first quarter was up 53%.

GET ABOARD WITH SEABOARD — MERCHANDISE WITH JET POWER!

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LIFE AGENCY DEPT. SALES

N436—Dir. Comb. exp. East	\$20,000
N437—Dir. Big Co. in N.Y.	\$18,000
N438—GA. No fin. Florida	\$12,000
N439—Br. Mgr. Small Co. Mass.	\$12,000
N440—Sup. in Mo. 3 yrs. exp.	\$9,000
N441—Sup. Co. in Md. oppr.	\$9,000
N442—Sup. Large Co. Iowa	\$8,000
N443—Life Mgr. Cas. agcy.	\$8,000
N444—Brok. Sup. in G. A.	\$7,000
N445—Sup. in new Co. Wis.	\$7,000
N446—Sup. exp. Co. Minn.	\$7,000
N447—Trng. role La. Co.	\$7,000
N448—Sup. Mo. Co. sev. reg.	\$7,000
N449—Sup. big Co. Wst Cst	\$6,500
N450—Sup. Fine Old Ia. Co.	\$6,000

Please refer to Job Number

HO UNDERWRITERS

N451—LIFE Sn. Exp. East Cst.	\$9,000
N452—LIFE Sn. Exp. Chicago	\$8,500
N453—LIFE Jr. Texas	\$7,500
N454—A&H Jr. Penna.	\$7,500
N455—LIFE Jr. Giant, Pa.	\$7,000
N456—LIFE Jr. 2 yrs. Neb.	\$6,000
N457—LIFE Jr. Fratern. Ill.	\$6,000
N458—LIFE Jr. 2 yrs. Colo.	\$5,700
N459—LIFE Jr. Ind.	\$5,500
N460—LIFE TRAINEE Md.	\$5,000

ACTUARIES

N461—FELLOW or Assoc., Calif.	\$12,000
N462—ASSOCIATE Md.	\$10,000
N463—JUNIOR 4 yrs. Exp. Iowa	\$9,000
N464—A&H Pract. Exp. OK. Chgo.	\$9,000
N465—JUNIOR (Grp.) Texas	\$9,000
N466—JUNIOR Consult. Firm NYC	\$8,000
N467—JUNIOR yg., big Co. Ind.	\$7,000
N468—JUNIOR 3 exam. Yg. Big Co. Ind.	\$7,000
N469—JUNIOR Large Co. Mo.	\$7,000
N470—JUNIOR Small Co. Ohio	\$7,000

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GROUP DEPT. SALES

N471—Mgr. Know M. L. Wst. Cst.	\$13,000
N472—Set up new dept. Exp. Chgo.	\$12,000
N473—Mgr. A&H exp. Co. in Pa.	\$10,000
N474—A&H Mgr. for sev. states	\$10,000
N475—Mgr. State of Tenn.	\$10,000
N476—Rep. Small Co. in Pa.	\$9,000
N477—Rep. Iowa Co. for Texas	\$8,500
N478—Rep. A&H thru brokers. Cal.	\$8,500
N479—Mgr. Ark. region. So. Co.	\$8,000
N480—Rep. Ind. most agg. Co.	\$8,000
N481—Rep. Good opp. in N.J.	\$7,000
N482—Mgr. S.E. Co. good adv.	\$7,000
N483—Rep. Expand. Ohio Co.	\$6,500
N484—Rep. Giant Co. in East	\$6,500
N485—Trnee. Fine. N.E. Co. Chgo.	\$6,500

Please refer to Job Number



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And more, too! Supporting The Union Central representative and his superb merchandise is a powerful national advertising campaign; a sound, smart sales promotion program; and quality, *direct* direct mail. His career is aided further by a proved Training and Educational procedure.

This places The Union Central agent, and his Company, in a preferred position in *today's* life insurance market place!

The UNION CENTRAL LIFE Insurance Company, Cincinnati

Security for the American Family since 1867

\$13,000
\$12,000
\$10,000
\$10,000
\$10,000
\$9,000
\$8,500
\$8,500
\$8,000
\$8,000
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Five Insurance Bills Pass In Minn., Get Magnusson's Approval

ST. PAUL—Five insurance bills passed by the Minnesota legislature have drawn the approval of Commissioner Magnusson.

One is the unauthorized insurers process act which the commissioner says will protect Minnesotans who have purchased a policy from a company not licensed in the state. If a controversy occurs, the commissioner

said, a person will be able to bring suit against an unlicensed company in Minnesota courts.

The vending machine bill permits only short-term personal travel accident insurance to be sold through the machines.

Could Advance 75%

Under another bill domestic life companies are permitted to advance as much as 75% of the property value on a mortgage loan, rather than only 66⅔%. The bill also permits purchase of a home with a smaller down pay-

ment. Foreign life companies had this advantage previously.

A fourth bill permits an insurance company to renew a fire policy by certificate, without requiring the issuance of a new policy contract more than once every five years, and the fifth bill permits issuance of a simpler policy format, eliminating the need for numerous cross references and endorsements.

Pells agency of Denver led General American agencies in individual life sales during March.

Blackford Ignores Labor Beefs, OKs Rate Boosts For Michigan Blue Plans

Commissioner Blackford has granted rate increases of 20% to Michigan Hospital Service (Blue Cross) and 10% to Michigan Medical Service (Blue Shield) following refusal of the Michigan supreme court to intervene. The plans had asked for increases of 25 and 13.5%.

Several Detroit and Flint labor leaders had sought a mandamus writ from the court to force Mr. Blackford to conduct new hearings on the rate proposals. The commissioner had held hearings in Detroit, Grand Rapids and Lansing, but the complainants contended these had not been conducted in conformity with the statute and insufficient opportunity had been provided for placing in the record testimony regarding alleged mismanagement and abuses.

In announcing his decision, Commissioner Blackford anticipated sharp criticism as the department had received an avalanche of mail opposing any increase.

Expects Criticism

"Undoubtedly our action will be critically received by many of our citizens," he commented. "In view of all the circumstances, however, we are compelled to recognize our responsibility to maintain solvency of both corporations so they may meet their contractual obligations to their subscribers."

Blue Cross had contended it would be insolvent by fall, and Blue Shield was \$2 million in the red.

Both of the increases become effective for a two year period beginning June 1. Subscriber increases will range from 25 to 95 cents monthly for Blue Shield and \$1 to \$2.62 monthly for Blue Cross. Inasmuch as the services claim to cover 3.5 million Michigan residents, the actual cash increase is estimated at \$37 million yearly. Including the latest increases, Blue Cross rates have been raised 88.1% and Blue Shield 56.3% since 1955.

Certificate changes approved provide for substitution of 270 days for 9 months waiting period and 90 days for three months; full maternity benefits instead of \$14 per day room allowance; maternity benefits on single (non-group) contracts; increased allowances for non-participating hospitals from \$14 to \$15 per day; elimination of children under age 19 from \$50 deductible provisions in deductible type certificates.

Former Life Company Head Sues CIT For \$2.5 Million

Allen V. Dowling, former president of North American Life, A.&H. of Chicago, has charged in a \$2.5 million suit in federal district court that the owner of the company—CIT Financial Corp. of New York—broke his \$50,000 a year salary contract. A former vice-president of Franklin Life, in 1958, he became president of North American Life, A.&H. He charges that in April, 1960, CIT ended his six-year contract, which also called for a \$10,000 annual bonus, "fraudulently and with malicious intent."

Haug Heads Midwest Accountants

Larry Haug, Bankers Life of Nebraska, was elected president of the midwest chapter of Insurance Accounting & Statistical Assn. at the spring meeting at Kansas City.

Northwestern Mutual's point of view on the C.L.U. program:



The quality of a company is reflected by its agents!

WE FIRMLY BELIEVE in the Chartered Life Underwriter program because of the high standards of achievement it sets for the people in the life insurance profession.

A vital program such as this—that provides broad technical and academic background and instills high ideals—cannot help but improve the entire pro-

fession and the companies that actively participate in it.

We are proud of our own agents' interest in the American College of Life Underwriters and their enviable accomplishment . . .

. . . more than one out of ten Northwestern Mutual Life Insurance Agents hold the C.L.U. designation.

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

MILWAUKEE, WISCONSIN

AMA Co Problem
The latest controversy over discussed at conference of Assn. May New York. S. Raymond Climax, and Reich & And James F. will review i and will fore and econo investments al Charles B. V operation A Redway, Expington.
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AMA Card Covers Many Problems In Business

The latest developments in the controversy over surplus lines will be discussed at the spring insurance conference of American Management Assn. May 8-10 at Hotel Roosevelt, New York. Speakers on this topic will be Raymond Severin, American Metal Climax, and Bernard J. Daenzer, Wohlschlag & Anderson.

James F. Crafts, Fireman's Fund, will review foreign insurance problems and will forecast developments in foreign hazards and coverages. Political and economic risk insurance for investments abroad will be explored by Charles B. Warden, International Cooperation Administration, and Albert Redway, Export-Import Bank of Washington.

Pending legislation on medical care for the aged, new programs now being developed for senior citizens by private insurers, and a case study of Canadian medical care legislation will be covered in a panel session. Participants will be Dr. Harold J. Sheppard of the Senate's special committee on the aging; Winston Fleiss, Johnson & Higgins, and E. D. Gray-Donald, Shawinigan Water & Power Co., Montreal.

Other Features

Among other topics to be covered are new developments in boiler and machinery coverages; improving claim follow-up practices; meeting the risks of total dependence on computer equipment; retrospective rating, and ways of improving communications in the corporate insurance department.

Speakers include Roger Williams, Commercial Union-North British; Jack C. Else, Marsh & McLennan, Joseph A. Edwards, Gulf Oil Corp.; William L. Hollingsworth, Olin Mathieson Chemical Corp.; Web Coleman, Philadelphia management consultant; C. H. Friedwald, American, and Alfred W. Potts, Aluminum Co. of America.

A reunion luncheon, marking the 30th anniversary of AMA's insurance division, will highlight the conference. Speaker will be Russell B. Gallagher, Philco Corp., who will review the past 30 years in insurance and comment on the future of the business. Chairman of the luncheon session will be P. D. Betterly, Betterly Associates, Worcester, Mass., who was the first AMA vice-president in charge of the insurance division.

DeWitt Stern, Gutmann & Co. In General Lines Business

It was incorrectly reported in the April 29 issue of THE NATIONAL UNDERWRITER, that the DeWitt Stern, Gutmann agency of New York City is a surplus lines agency. The brokerage firm is in the general lines business, specializing in life and health insurance. DeWitt Stern, president of the agency, is a member of Million Dollar Round Table and a past president of International Accident & Health Underwriters.

Neb. Insurance Institute To Hear Otto Haakenstad

Insurance Institute of Nebraska will hear Otto Haakenstad, president American Life Convention, at its May 9 meeting. Also featured will be the annual election of officers.

Citizens National Cash Dividend

It was erroneously reported in the April 8 issue that Citizens National Life had declared a 5% stock dividend. This was a 5% cash dividend.

Md. Moves Against Replacement Business

Commissioner Sears of Maryland, in a bulletin to companies and their field forces, has warned against "misrepresentation and twisting of life insurance business."

Referring to replacement as "a major and serious problem which must be dealt with forcefully," the commissioner quoted from a bulletin issued by his department in 1958, in which it was stated that failure of an agent to fully advise a policyholder of potential benefits which he may lose in surrendering an existing policy, in the opinion of the Maryland department, constitutes misrepresentation.

He suggested that companies advise their field forces that any agent found guilty of misrepresentation will be subject to penalties including revocation of license.

Saying that the problem of twisting has become particularly widespread in connection with the offering of mutual funds by agents representing both the funds and life companies, Commissioner Smith added, "We have no objection to the proper sale of mutual funds, but we are very much concerned about the replacement of sound life insurance programs, particularly when such replacement is a result of misleading or incomplete information."

Experience Indicates Rate Reduction For Subscribers Of Phila. Blue Cross Plan

PHILADELPHIA—Blue Cross rates here are expected to be adjusted downward for the first time in 22 years as a result of experience during the fiscal year ending March 31.

Although all figures are not yet available, it was unofficially estimated that between \$750,000 and \$1 million will be involved in the fiscal year-end adjustments for many of the plan's subscribers. The experience rating system went into effect last August accompanied by a rate increase.

Extra Dividends Totaling \$230 Million To Ex-GIs

WASHINGTON, D.C.—Special dividend checks totaling \$193 million on National Service Life policies and \$37 million on U.S. Government Life policies will be sent between July 1 and Labor Day to veterans of World Wars I and II.

In early February when he announced his "speed-up" order for the regular 1961 dividend, President Kennedy said, "If sound insurance practices justify it, as I hope further study will show, an additional dividend will be paid this year from the substantial funds that have been accumulated."

Veterans Administrator Gleason said he had recommended payment of a special dividend after consultation with VA's actuarial advisory committee, composed of actuarial experts from some of the larger life companies, and studies by VA's own insurance specialists.

National Travelers Host To Training Conference

National Travelers Life was host to Central States Training Directors' Conference at Des Moines. Fifteen companies with home offices in Kansas, Missouri, and Iowa were represented. Carl F. Woodmansee, vice-president and director of agencies of National Travelers, was host. The conference is designed to exchange practical field training ideas between companies.

Two things you want most . . . in an EXECUTIVE PLAN!

Cash values that start early and come up fast . . . combined with high protection at low cost—and both are found in our new "Executive Special."

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- Non-forfeiture values, 2½% and 3%, minimum first 5 years graded into CRVM reserves end of 15 years. CRVM and Net Level reserves, for most standard and some special plans.
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PORTLAND: 465 Congress Street Portland, Maine	DALLAS: 715 Meadows Building Dallas 6, Texas	MIAMI: 100 Biscayne Boulevard, South Miami 32, Florida

Mutual Benefit Life Adds Guaranteed Issue To Policy Portfolio

Mutual Benefit Life has introduced a guaranteed insurability option, which the company will issue on new policies of \$5,000 face amount or more at ages 0-37. The option may be attached to all plans except term for which premiums are payable at least to age 40.

An "age option" provision gives the policyholder the right to add as much as \$15,000 of additional coverage every

fifth year from age 25 to 40 without a medical examination. Within limits set by the age option, there will be alternate options available upon marriage of the insured and upon birth or adoption of children, at which times additional coverage will be available. Options expire after age 40 or before that if the total amount of coverage available under the option has been used up.

A novel feature of the option is an automatic term benefit in connection with age options. This benefit provides that if the insured dies during a period

when an age option is available and before exercising the option, the largest amount which would have been available under the option is automatically added to the policy proceeds. This benefit also applies in the case of the adoption, birth and marriage provisions.

Sneed Joins Dallas Actuary

Donald W. Sneed has joined H. Raymond Strong & Associates, consulting actuarial firm of Dallas, as an associate actuary. He was assistant actuary of Southland Life.

Equitable Of Iowa Honors Dockery And Others At Regional

James T. Dockery, Equitable Life of Iowa, Davenport, was announced as



James Dockery

1961 Hall of Honor agent at the company's two-day west coast regional conference at Monte Lodge, San Diego, California. Award, the highest recognition accorded an agent based on prominence in all areas of life insurance sales service, including production, conservation, length of service and contributions to the advancement of life insurance.

With the company 15 years, Mr. Dockery has been the recipient of many honors, including membership in the President's Club and the Century Club each for 15 years and membership in the One-A-Week Club for 789 weeks. He has earned 15 National Quality Awards, and in both 1959 and 1960 paid for business in excess of \$1 million.

Protection Singled Out

In his opening address at the conference, president James H. Windsor noted that although life insurance has made great strides in recent years, there has been a marked tendency in the mind of the public to single out the protection element. For this, the industry, through advertising, through group insurance, and through "voluntarism," has been largely to blame. "The buy-term-and-invest-the-difference philosophy has been at least partly of our own doing," he said. "I believe there is only one answer and that is to restore the concept of a permanent cash value life insurance policy as a single entity which can be demonstrated to show a most favorable return as compared with any combination of protection and investment."

V. J. Rose of Seattle was recognized as president of the company's Agency Club. He was the leader in paid new premiums during 1960. H. W. Ehrsam, general agent, Portland, was honored as vice-president of the Organization Club for having the second largest number of agents qualifying for production clubs and as leading west coast agency in paid production during 1960.

J. W. Allen of Los Angeles was recognized as leading west coast agent and received an engraved gold watch for paying for in excess of \$1 million last year for the first time. N. T. Reilly, general agent, Los Angeles, received a President's Plaque award for leadership in agency building. A number of other agents were especially recognized.

Agents participating in the program included J. W. Allen, Los Angeles; H. S. Bell, general agent, Seattle; J. Q. Hammond, Denver; R. A. Hawley, Seattle; A. F. Kehle, Seattle; C. R. Monroe, Portland, and J. M. Utter, Seattle. Several home office officials were also on the program, and C. R. Gibbs, associate general agent at Los Angeles of Mutual Benefit Life, was the concluding speaker.

Additional regional conferences will be held for agents from the central states at the French Lick-Sheraton, French Lick, Ind., May 22-24 and for east coast agents at the Traymore Hotel, Atlantic City, June 12-14.

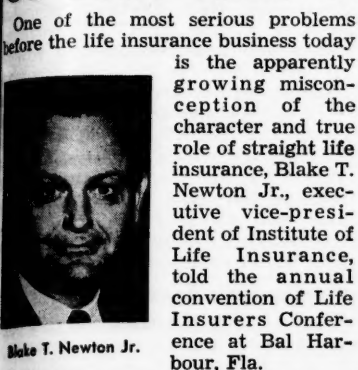


although growth is a relative term...



BANKERS LIFE OF NEBRASKA has shown steady growth since 1887. We are now in a period of accelerated expansion—a breakthrough created by an outstanding field force coupled with vigorous management leadership and imagination.

Newton Calls For Reaffirmation Of True Role Of Life Insurance



Blake T. Newton Jr.

One of the most serious problems before the life insurance business today is the apparently growing misconception of the character and true role of straight life insurance, Blake T. Newton Jr., executive vice-president of Institute of Life Insurance, told the annual convention of Life Insurers Conference at Bal Harbour, Fla.

Scarcely a week passes that doesn't produce some form of obituary for "old-fashioned" straight life insurance, Mr. Newton observed. The authors of these themes are usually patronizing to the point that even people within the business sometimes develop an uneasy feeling that somehow they have been the victims of a confidence game arranged by the industry. This is an anomalous turn of events, but it is serious enough to warrant serious attention.

Responsible Editors Dubious

"When highly regarded family magazines are sufficiently doubtful of the work of lifetime insurance guarantees that their editors feel no compunctions about endorsing and even stimulating material designed to upset and confuse existing policyholders about the worth and wisdom of their existing insurance programs; when licensed insurance agents, posing as 'consultants' artfully describe term insurance as the 'smart' life insurance and continue the argument that whatever virtues other kinds of life insurance may have that they can be found in greater measure in packages of a variety of securities; when premiums per thousand of insurance in force drop 25% in a decade; when in spite of all our efforts at conservation, replacement of business is a cause of increasing concern; when despite an expenditure of two billion dollars a year on the care and feeding of our field operations, the turnover rate in our agency force shows no improvement; when, in an effort to deal with some or all of these conditions, some of our companies engage in activities that seem to corroborate rather than destroy the charges of their competition, surely the time is here when analysis and action based on the results of that analysis is not only indicated, it is overdue," said Mr. Newton.

Can Meet Problem Effectively

However, the business is in a position to effectively meet this problem, because it merely requires a commitment on the part of all to tell the truth as simply, as widely, as constantly and with as much clarity as possible, said Mr. Newton. And this means that everybody throughout the business must re-establish the conviction in their own minds and hearts that straight life insurance is unique and why it is unique.

"If we believe it to be unique and to be necessary then we know that within the area of its uniqueness it has no competition," Mr. Newton declared. "This first must be established because it is the failure of the public to comprehend the unique character of our services that permits others to create in the mind of the public false

impressions that more attractive substitutions abound. But there is no substitute for the guarantees of life insurance and there is no substitute for the enduring quality of these guarantees found in straight life insurance.

"It is this guarantee that the required protection will last as long as it is needed which translates a signature

on an application for adequate straight life insurance into peace of mind. There is nothing available to substitute for this. The tax consequences, net cost features, surrender values, savings features, investment qualities all suggest competitive clash with others. But the guarantees of life insurance and the endurance of straight life insurance are unrivaled and are basic to any program of family security yet devised.

"This obviously is not new doctrine, but it has become increasingly overlooked, I'm afraid, in our urge for close

identification with activities that would like to compete with us. We have been preoccupied with gimmicks when we should have been concentrating on a clearer understanding of the fundamentals which built this business and made it the friend and protector of the American family. This could not have been accomplished by term insurance. It has its place, else we would not have developed it and urged its use when it properly supplements permanent forms of coverage. But it is no substitute for straight life

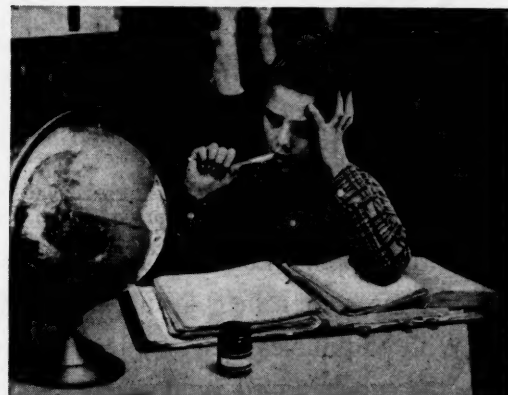
(CONTINUED ON PAGE 20)



Big family to protect. What would happen if something happens to him? His basic MONY Life Insurance policy plus a low-cost 'ADD-ON' rider can help guarantee his family an income while the children are young.



Big mortgage. Could your client's widow pay it off? A MONY Mortgage Protection rider added to the basic policy can help assure him that she'd have a home instead of a debt.



Big education needs. Tuition costs are high—and will probably go higher in the future. 'ADD-ON' can help assure money for his children's college education, in case he dies.

MONY'S 'ADD-ON' APPEALS TO YOUNG PROSPECTS WHOSE LIFE INSURANCE NEEDS ARE BIG (BUT THEIR INCOMES AREN'T)

Big responsibilities often take so much of a man's current income that he finds it difficult to get all the life insurance protection he needs right now.

MONY's 'ADD-ON' Life Insurance appeals to people like that. Here's how it works: You sell your client a basic MONY policy, one that builds cash value for him. (There's a discount if the face value is \$5,000 or more.) At the same time, you add on low-cost 'ADD-ONS' that can give him the extra protection he needs right now at a price he can afford.

'ADD-ON' decreasing term riders can give 4 and often 5 times as much immediate protection as the basic policy provides.

What's more, in most cases the 'ADD-ON' can be converted into permanent insurance. 'ADD-ON' keeps the door open for repeat sales that build big commissions.

Find out how 'ADD-ON' can give big protection at low cost. Send coupon for free booklet. The Mutual Life Insurance Company Of New York, New York, New York.

MONY, Dept. NU-561
Broadway at 55th St.
New York 19, N.Y.

Please send me _____
copies of free booklet showing how
'ADD-ON' can give my clients big protection at low cost.

HOW
'ADD-ON'
EQUALS
PROTECTION
PLUS

Name _____
Address _____
City _____ Zone _____ State _____
Brokerage name _____

MUTUAL OF NEW YORK

LIFE, ACCIDENT & SICKNESS, GROUP INSURANCE, PENSION PLANS • SALES AND SERVICE OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

Announce MDRT Speakers Topics For Annual

(CONTINUED FROM PAGE 2)

be William M. Shelton Jr., New England Life, Los Angeles.

2. "The Split Dollar—a Package Sale," E. Price Ripley, National Life of Vermont, Roanoke, Va., and "Split Dollar in Reverse," Borislav J. Todorovich, Provident Mutual, New York City. Moderator, Kenneth R. Bentley, Mutual Benefit Life, Danville, Ill.

3. "Selling Professional Partnerships," John D. Macdonald, New Eng-

land Life, Miami, and Thomas McCrery, New York Life, San Francisco. Moderator, G. Nolan Bearden, New England Life, Beverly Hills, Cal., a past chairman of MDRT.

That evening there will be two concurrent workshop panels. One will be on joint selling of pension and profit-sharing plans and will be conducted by Sidney O. Thompson and John J. Langan, both with New England Life at New York. Lambert M. Huppeler,

New England Life, New York City, will be moderator.

Concurrently Frank E. Sullivan, American United Life, South Bend, and George W. Morris, Prudential, Amarillo, Tex., will moderate a workshop on "A Dollar for Your Thoughts," an audience participation session at which members will receive silver dollars for each effective sales idea.

Wednesday from 2 to 4 p.m. there will be concurrent workshops of one hour each. Each will be repeated. One will be on estate planning. Panelists will be Rene A. Wormser, New York

lawyer and specialist in this field and MDRT members Newton H. Johnson, unaffiliated, Toledo, and Walter Cavanaugh, unaffiliated, Grosse Pointe Woods, Mich. Moderator will be George B. Byrnes, New England Life, Los Angeles, a past MDRT chairman.

The simultaneous workshop will be on opportunities in corporate planning. Panelists will be David B. Chase, New York lawyer and an authority in the field, and MDRT members Alfred S. Howes, Connecticut Mutual, New York City, and Leo P. Mirsky, New England Life, New York City. Moderator will be Howard D. Goldman, Northwestern Mutual, Richmond, past MDRT chairman.

Life Insurance As Investment

Immediately following will be a panel on life insurance as an investment. It will not be repeated. Panelists will be William J. Casey, New York City lawyer and author, and MDRT Past Chairman John O. Todd, Northwestern Mutual, Chicago. They will cover topics as capital transfer insurance, life insurance trusts, and premium-financed life insurance—its pitfalls and its proper and improper uses. Moderator will be Paul W. Cook, Mutual Benefit Life, Chicago, a past MDRT chairman.

That evening there will be a workshop panel on deferred compensation. Panelists will be John Mulock, Mutual Benefit Life, Clearwater, Fla., and William N. Thurman, Mutual Benefit Life, Atlanta, who will be joined by James F. Thornburg, South Bend lawyer and authority in this field. Moderator will be William D. Davidson, Equitable Society, Chicago, a past MDRT chairman.

In spite of the high annual production that qualified them for the Round Table, members are always interested in outstanding talks on the fundamentals of selling. This feature has been a tradition for some years. This time four past chairmen will each talk for five minutes on their methods of operating, after which the moderator will quiz them on their sales philosophies, work habits and advice to new men.

Taggart To Speak

The speakers will be Grant Taggart, California-Western States Life, Cowley, Wyo., Mr. Todd, Robert B. Burroughs, National Life of Vermont, Manchester, N.H., and Mr. Cook. William T. Earls, Mutual Benefit Life, Cincinnati, another past chairman, will preside.

The closing speaker will also be a past chairman, Ron Stever, Equitable Society, Pasadena, who will talk on "Patterns for Progress."

Because of the tightly packed program, it was necessary to eliminate the "dates with the stars," at which speakers presided over informal discussion groups at the 1959 and 1960 meetings.

The guest speakers were announced some weeks ago. Following is the timetable of events:

Sunday, June 25, 9 a.m., MDRT registration. 5 p.m., First-time attendees meet hosts. 5:45 p.m. Welcome to first-time attendees. 6:15 p.m. Past chairmen receive first-time attendees.

6:30 p.m. Past chairmen's reception, for all members and guests.

7:30 p.m. Outdoor steak dinner. Balance of evening free.

Monday, June 26, 8:30 a.m., traditional MDRT breakfast.

9:15 Invocation, by Executive Vice-President Lester O. Schriver of NALU.

Chairman's message, James B. Irvine Jr., National of Vermont, Chattanooga.

Address by William E. North, president of NALU.

Program preview, Lester A. Rosen, United Central Life, Memphis, MDRT vice-chairman and program committee chairman.

Keynote address, Mortimer J. Adler, author, lecturer and director of the Institute for Philosophical Research, San Francisco. Mr. Rosen presiding.

Group picture, followed by buffet luncheon.



IN LESS TIME than it takes to drink a cup of coffee, The Man from Manhattan often comes up with the answer to problems like yours. Give him the facts of the case—then he'll go to work for you.

With 55 policies and 18 riders, not counting the sub-standard versions, you'll be surprised at the sales-closing combinations The Man from Manhattan develops every day of the week. That's his business.

For instance, he can offer Term on Term, such as a Level Term Rider on an Annual Renewable Term policy . . . He has Modified 2 and 5 to issue age 65, and a number of riders to issue age 64 . . . Then there's up to \$50,000 low cost insurance on a wife under the Family Member Rider, with or without children included, and issued standard or sub-

standard . . . How about reducing premiums? O.K., he has that, too, in the best-selling Whole Life Reducing Premium policy, and if there are any class-rated sub-standard extra premiums they drop twice (10% each time), same as the regular premium . . . Here's another one: even though a policy (including Term) is issued sub-standard, dividends may be used to purchase paid-up additional insurance at standard rates. We could go on and on but . . .

Why not phone The Man from Manhattan and set up a Coffee Break? It will pay you to get the whole story from him, including Group Life.

Over \$1,500,000,000 of Insurance in Force



THE MANHATTAN LIFE INSURANCE COMPANY
of NEW YORK

Home Office: 111 West 57th Street
New York 19, N. Y.

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2 p.m. Session on the life agent as a business man.
 3:15 p.m. Workshop on selling millions a year.
 Tuesday, June 27, 9 a.m. Case study panel, "The Case of Pincus O'Flaherty," presented by Messrs. Wormser, Casey, Thornburg and Chase. Daniel H. Coakley, New York Life, Boston, member of the MDRT executive committee, will preside.
 3 p.m. Three concurrent workshops conducted by Messrs. Harmelin, Fenn, Ripley, Todorovich, Macdonald and McCreary. Each will be repeated once.
 3:15 p.m. Concurrent workshop panels on joint selling of pension and profit-sharing plans and on "A Dollar for Your Thoughts."
 Wednesday, June 28, 8:15 a.m. Annual business meeting and breakfast.
 10:30 Address by Mr. Thornburg on deferred income.
 11:30 Address by president Deane C. Davis of National Life of Vermont on "Trends."
 2 p.m. Workshops on estate planning and corporate planning, each repeated once.
 4:10 p.m. Workshop on life insurance as an investment, not repeated.
 5:15 p.m. Workshop panel on deferred compensation, followed by workshop discussion.
 Thursday, June 29, 9 a.m. Addresses by Robert R. Duncan, president of the Trust Division of the American Bankers Assn., and chairman of Harvard Trust Co., Cambridge, Mass.; Louis H. Pille, president American Institute of Certified Public Accountants and partner of the CPA firm of Barton, Pille, Hughes & Jones, New Orleans, and John C. Satterfield, president-elect of the American Bar Assn. and partner in the law firm of Satterfield, Shell, Williams & Buford at Jacksonville, Fla.
 1 a.m. Concurrent session for Canadian members on matters of Canadian interest. Antoine Desmarais, Prudential of England, Montreal, will preside.
 10:15 a.m. Addresses by Messrs. Taggart, Todd, Burroughs and Cook.
 11:30 a.m. Address by Mr. Stever.
 12:30 p.m. Adjournment.

Pacific Mutual Life Creates New Department

A systems development department has been created at Pacific Mutual Life to handle systems design work on all new applications of the company's electronic computer, Univac II. It will also centralize and coordinate planning of the company's application of electronic data handling techniques to its group insurance operation.

Kenneth T. Garrison, who has headed the electronic records department since 1957, will be manager of the new department. The systems developed will be applied under the direction of James Whittier, who has been appointed manager of systems installation. He has managed the field office administration department since its inception in 1959.

Replacing him as manager of the electronic records department will be Clark W. Hayes, who will be responsible for the data processing center and for all changes to computer systems already on a production basis. He has had more than 10 years' experience with computer systems work, five of them with Pacific Mutual. Also moved up in the electronic records department are Walter Matos, who will serve as chief engineer, and Alan R. Minty, new senior programmer.

James T. McDonald, Los Angeles, led General American agents in individual life sales during March.

Holding president's trophy of Bankers of Nebraska is General Agent D.G. Holston, whose Fresno, Cal., agency won for the second time. Award is based on persistency, production from new men, management efficiency, issued and paid volume, organization development and health insurance premiums. Flanking Mr. Holston are President George Cook, left, and Vice-president James Lantz of Bankers Life.



New Handbook Ready For North And South Dakota

A new Underwriters Handbook of North and South Dakota has just been published by the National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance throughout these states. Copies of the new North and South Dakota handbook may be obtained from the National Underwriter Co. at 420 East Fourth Street, Cincinnati 2, Ohio. Price \$12.50 each.

New Fund Offering Group Life, Health To Employers In The Insurance Business

Insurance Industry Group Insurance Fund has opened enrollment to employers in the insurance business—companies, brokers, agencies, etc.—in a broad program of group life and health insurance. The fund's trustees are Bernard J. Daenzer, president of Wohlreich & Anderson, and De Witt Stern, president of De Witt Stern, Gutmann & Co., both New York surplus lines agencies, and Lester I. Lester, general agent of Mutual Trust Life at New York. Administrators of the plan are Phoenix Mutual Life's Gotham agency at New York.

Benefits of the plan include \$10,000 of major medical on employers, employees and dependents and up to \$25,000 of group life and \$25,000 of accidental death and dismemberment coverage for officers, owners and partners, with adjusted schedules for employees.

The enrollment period of the plan expires July 1.

Underwriter's Role With Actuary, Agent Is Told

The home office underwriter must live with rate structures and assumptions actuaries have established and at the same time be sympathetic and understanding to agents. A. H. McAulay, president of North American Re, said in an address before Twin City (Minnesota) Home Office Life Underwriters Assn.

In his talk, "The Home Office Underwriter—the Man with the Dual Personality," Mr. McAulay said the underwriter's job is to strike a proper balance between rate-making functions on one hand and field underwriting activities on the other—a feat which is becoming increasingly difficult in view of the complexities of present-day life contracts.

Here's why

92 M-D-R-T Members

used Manufacturers Life's brokerage and surplus facilities in 1960 to meet the special needs of many of their most valuable clients.

- Manufacturers Life's liberal substandard underwriting practices.
- Low premium term and whole life contracts.
- High return immediate annuities; attractive annual premium retirement annuity contract.
- Outstanding reinsurance facilities.
- Foreign travel and residence coverage.

These features add up to a top flight service designed to help our brokers place more business with less time and trouble.

BRANCHES IN THE FOLLOWING CITIES: Baltimore • Boise • Boston • Chicago • Cincinnati • Cleveland • Columbus • Denver • Detroit • Flint • Grand Rapids • Hartford • Honolulu • Indianapolis • Los Angeles • Miami • Minneapolis • Newark • Oklahoma City • Philadelphia • Phoenix • Pittsburgh • Portland • Richmond • Saginaw • San Diego • San Francisco • Seattle • Spokane • Washington, D.C.

THE MANUFACTURERS INSURANCE LIFE COMPANY

HEAD OFFICE (Established 1887) TORONTO CANADA

66-61

HIGHER STANDARDS OF EXCELLENCE

"We must know that this battle of life insurance cannot be fought by ivory-tower home office management decisions alone, but by close, on-the-ground contact with the sales team—the real heart of any marketing organization."

J. D. Anderson, President
 in a speech at LIAMA Spring Conference, Chicago, 1961



Guarantee Mutual Life Company

Omaha, Nebraska

LIFE • ACCIDENT • SICKNESS • HOSPITALIZATION



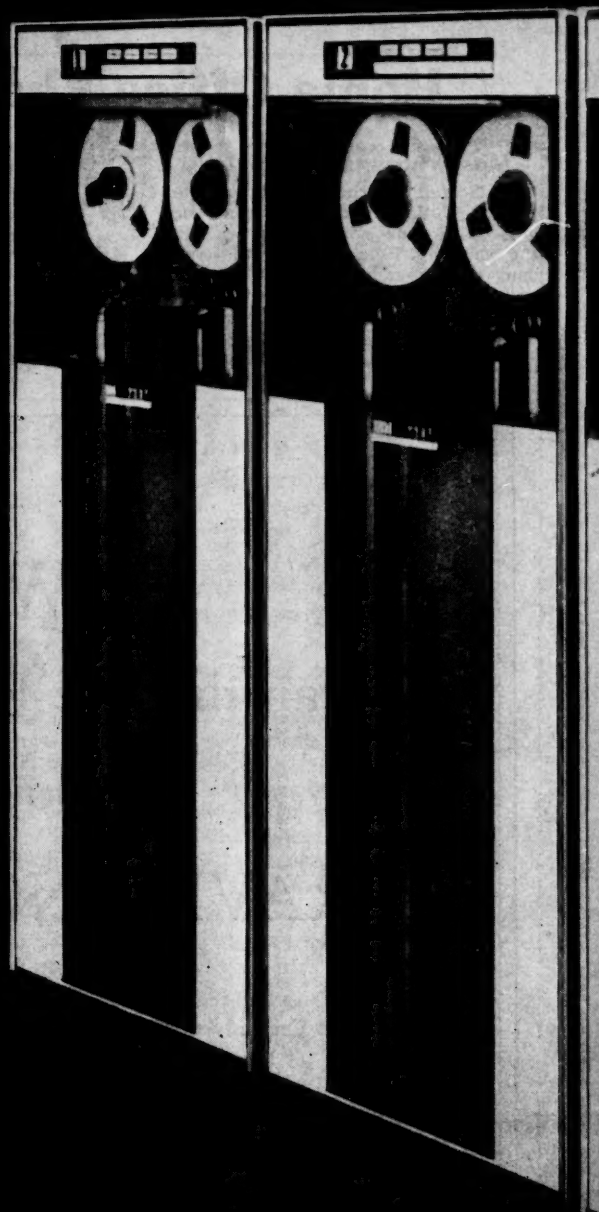
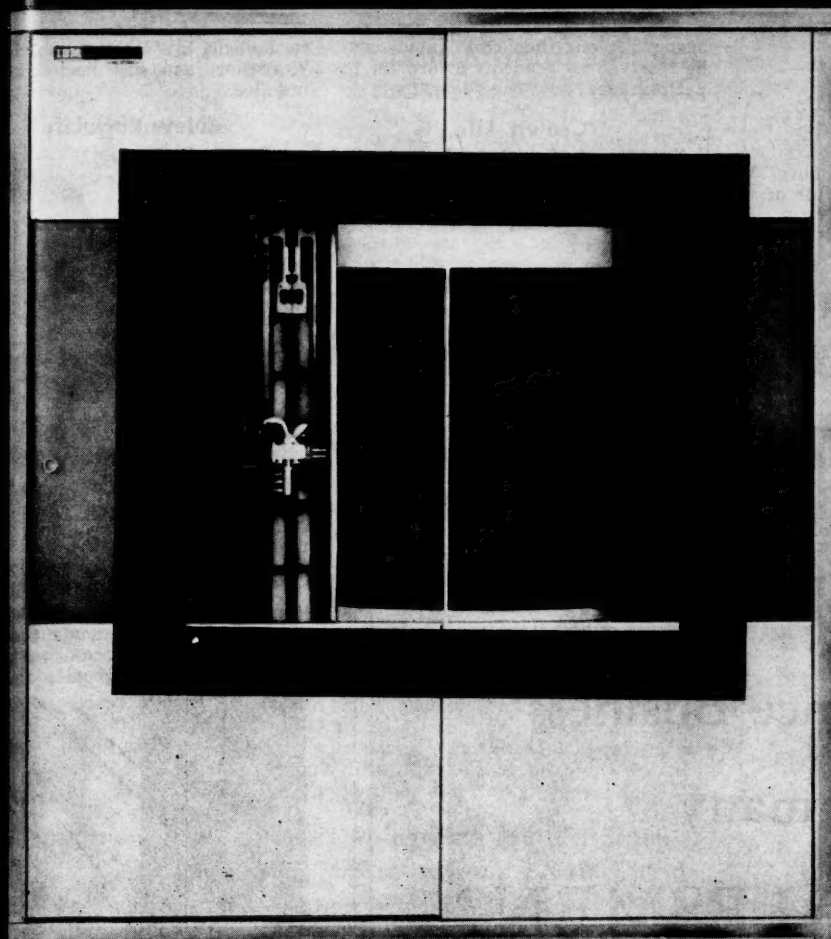
Consolidated Functions with RAMAC now

New powerful IBM RAMAC® 1401 and 1410 Data Processing Systems extend capabilities of random access accounting

The RAMAC concept of accounting cuts manual filing and sorting requirements, and speeds every phase of policy and claims handling. With its instant access to *any* information at *any* time, it is the ideal system for consolidated functions.

With IBM's new RAMAC systems, you can store

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Now practical for more life insurance companies

from 10,000,000 to 100,000,000 data characters. (One system, for example, has the capacity to store as many as 500,000 records of 200 characters each.) These solid state computers give you vastly increased processing speeds. And the systems are designed to grow economically with your needs for increased capacity.

If you are interested in consolidated functions, find out more about these new IBM RAMAC systems. Call your IBM representative for details.

All pertinent information for day-to-day operations is filed on the RAMAC discs—the heart of Consolidated Functions:

- General Ledger Data • Loan Records
- Agents' Records • Premium Rates
- Dividend Rates • Dividend Records
- Detail Policy Records

IBM®
DATA PROCESSING

Home Office Changes

Massachusetts Mutual Life

C. Lowell McPherson, director of public relations and sales promotion, will retire June 1 after 14 years with the company. Before joining the company in 1950 as a training consultant, he had been general agent for National Life of Vermont at Charleston, W. Va., and before that was with Pa-

cific Mutual Life at Lynchburg, Va. He has been associate director of the Purdue course.

John Hancock

Claude Jarman has been appointed public relations director at the San Francisco regional home office. He has been with a Birmingham advertising

agency. A one-time child movie star, he received an academy award for his performance in "The Yearling."

Crown Life

William H. Cruickshank has been appointed a director. He is vice-president and general manager for the Toronto area of Bell Telephone Co. of Canada.

State Mutual Life

Dr. James E. Grainger has been named assistant medical director and an officer. He is senior physician and

cardiologist at Hahnemann Hospital, Worcester, and has been in private practice.

New York Life

Francis L. Cooper, director of advertising, has been given the additional title of assistant vice-president. He is a past chairman of eastern round table of Life Advertisers Assn. and of LAA's national exhibits committee.



Francis L. Cooper

United States Life

Walter R. Zerbst has been appointed agency secretary and given office status. He joined the agency department in 1947.

North American L., A.&H.

William G. Manzelmann has been promoted to superintendent of agencies, Charles B. Norton to assistant superintendent of agencies and Le...



Charles B. Norton



W. G. Manzelmann

H. Olson to assistant claims secretary. Mr. Manzelmann, who has been A&H sales director, began with the company in 1941 when his father was president. Previously life agency director, Mr. Norton has also been with Selective Life of Phoenix as vice-president, Central Standard Life, Equitable of Iowa and Guardian Life. Mr. Olson has been claim manager and will continue in that capacity. He has had experience with Continental Casualty and Washington National.

Standard Of Oregon

Thomas R. Carey has been appointed director of training. He has been general agent at Spokane of Connecticut Mutual and had been with that company 22 years.

National Fidelity

Jack Armel has been appointed director of sales promotion. He was sales publication manager of Business Men's Assurance.

National Travelers

A. Paul Thompson, president of Iowa Power & Light, has been elected a director.

Aetna Life

Peter G. Russell, senior security analyst, has been appointed investment officer.

Colonial Life

William Turnbull has been elected a director. He is vice-president of First Marketing Corp., Newark real estate firm.

Hilda D. Foley, secretary to the president, has been appointed assistant secretary of the company.

GUARANTY INCOME LIFE of Baton Rouge, La., has elected George A. Foster Jr. president. He has been executive vice-president and agency director and is the son of the company's

WHAT can the Life Insurance Business do about too many TRAVELING SALESMEN?

Certainly the life insurance business has few—if any—of the kind of traveling salesmen who are constantly "on the road" to distant towns and states to find sales opportunities. In fact, one of the big advantages in being a life insurance salesman lies in availability of prospects close by . . . almost everywhere.

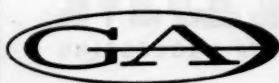
Yet, we *do* have traveling salesmen. Salesmen who travel in and out of our business. Some people say we have far too much agent turnover . . . far too much to be condoned by a business dedicated to public service.

In our business, agent turnover is highlighted by the free exchange of information among companies and frequent, penetrating studies and evaluations. Few, if any, other businesses have been as conscientious in obtaining and facing the facts on salesman turnover.

The incidence of "traveling salesmen" varies in our business from one company to another, and from one agency to another. Selection, training, motivation all play their part. These are primary functions of the general agent. Whether his associates travel with him . . . or elsewhere . . . or out, is largely up to him.

We can view agent turnover with alarm. Or we can view it with objectivity and take appropriate action. General American Life has taken action by placing great emphasis on "training the trainer" in all areas of management. Thus it helps its general agents become managers of men . . . men who are equipped to become successful careerists, firmly established in the life insurance business.

A statement of philosophy and practice of



GENERAL AMERICAN LIFE
INSURANCE COMPANY ST. LOUIS

founder, the late George A. Foster Sr. Claude Groves, assistant agency director, was appointed agency director.

Southland Life

Jay L. Taylor, president Baker & Taylor, Amarillo, has been named a director.

NORTH AMERICAN EQUITABLE of Columbus, O., has appointed William O. Sahn executive vice-president, Herman Samuel, administrative vice-president, and F. M. Preston financial vice-president.

PYRAMID LIFE has appointed Charles L. White agency vice-president. He has been regional agency director of Atlantic Life.

GLENER LIFE of Birmingham, Mich., has appointed Stuart B. Mickelthwaite secretary and investment manager and Harvey L. Raschke assistant secretary and chief underwriter.

BENEFICIAL STANDARD LIFE has promoted Keith R. Veglahn to assistant vice-president. He has been manager of the life underwriting and issue department and has also had experience with North American L&C.

FINANCIAL SECURITY of Moline, Ill., has appointed James W. Ross executive vice-president. He has been in insurance since 1912 and recently retired as chief deputy of the Illinois department.

DETROIT MUTUAL has appointed Donald G. Heinonen manager of ordinary sales. He has been assistant manager of Equitable Society at Detroit.

LAND OF LINCOLN LIFE of Springfield, Ill., has named S. F. Spurling vice-president, Louis E. Rademacher treasurer and Dr. Howard H. Hamlin medical director.

C.P.A. of Detroit has appointed George B. Hassett director of agencies. He has been with Equitable Society.

San Antonio Agents Form Military Affairs Committee

Formation of a military affairs committee by San Antonio Assn. of Life Underwriters was announced at the April meeting of the association. Col. Edward T. Whiting, United Services Life, is chairman of the committee. Objectives of the committee, according to Col. Whiting, are to improve relations with commanding officers of the several military installations around San Antonio so that life insurance may be properly presented, to iron out difficulties that may arise, to police the ranks of the association, to avoid conflicts with post regulations, and to study problems presented by service men selling life insurance, some of whom are not licensed in Texas.

W. Tyson Woods, Southland Life, Corpus Christi, was the meeting speaker. As secretary-treasurer of Texas Assn. of Life Underwriters, he reviewed efforts being made by the state association to convince the public that association measures are made for the protection of the public.

Midwest Training Directors Meet

The semi-annual meeting of Midwest Training Directors Assn., affiliate of LIAMA, was held at the home office of Lincoln National Life, Fort Wayne. Twenty-two training directors from Indiana, Ohio, Kentucky, Illinois and Wisconsin attended. Neil Rattray, Lincoln National, moderated the discussion on management development and selection, supervisors and pre-contact training and follow-up.

Pacific Mutual Leading Producers Meet At D. C.

Top agents of Pacific Mutual were honored at a three-day sales conference at Washington, D. C. Nearly 100 agents attended.

As the leading producer, Robert P. DeOrsey, Washington, was installed as president of the Big Tree Club. He is also chairman of the company's highest agent honor group, the Council of 12.

The other top producers honored were Edwin L. Spight, Downey, Cal.; Emory Jenks Jr., Atlanta; Robert K. Rolfsness, Seattle; Edgar M. Richardson and Chester Ashford, Bakersfield, Cal.; George McCoy, Chicago; Daniel D. Franzblau and John L. Feeney, Los Angeles; Herbert W. Wiedemann and Raleigh R. Sharrock, Cincinnati; and Abram L. Geller, Houston.

Eugene Thore, vice-president and general counsel of Life Insurance Assn. explained "What the New Frontier Means to the Life Underwriter." A session on estate planning was presented by Mr. McCoy and William F. Coale Jr., Chicago attorney. The conference also included a panel discussion in which members of the Council of 12 offered their favorite sales ideas, sessions on advanced underwriting and research, and a report of developments in group sales.

Guarantee Mutual Sales Month Honors New Chief

Agents of Guarantee Mutual produced \$16,018,653 of business in March during the "J.D.'s Inaugural" campaign in honor of new president J. D. Anderson. This was the largest single-month's production, and nearly 300 agents won barometer prizes.

The leading general agency was the Stevenson agency of San Jose, Cal., with \$1,108,197. Runner up was United Investment Co., Honolulu, with \$1,007,201. Richard Sauder of the Clevenger agency, Fort Wayne, Ind., led in individual production with \$213,700.

President Anderson is shown at left exchanging greeting slips that accompanied each application with Floyd E. Reynolds, agency vice-president.

George E. Flack, Metamora, O., was the leading producer of Gleaner Life during March.

to the life insurance man who feels he is qualified for agency management...

If you're "stymied" on management opportunities with your present company, this should interest you.

Our company has doubled in size in 40 months. We have dozens of areas throughout the West "flagged" for agency development. As a result, we are in need of management caliber men.

To attract the type of people we want, we have established what we feel is the industry's most comprehensive management development program. If intensive testing is favorable, a candidate is immediately made an Assistant Manager. He receives intensive training and field experience in management functions. He then serves 3 to 6 months as a home office staff executive in our Agency Department, handling special management assignments throughout our territory. Upon completion of this period of indoctrination, he is immediately available for appointment as Agency Manager.

Our requirements are high, but don't necessarily include management experience. Successful candidates receive a liberal salary plus commissions and overrides.

If you are located in the West and are interested in discussing this management opportunity with us, let us hear from you.

WRITE:

LYNN TENNEY, Vice President & Manager of Agencies, California-Western States Life Insurance Company, P. O. Box 959, Sacramento, California



■ During the hustle of our modern marketing age, have we placed insurance into the hopper of "hard sell"? Are we classifying our product with TV sets, new cars, air conditioners and other luxury items of life. ■ If so, are we overlooking the strongest appeal that insurance has... that it is a basic necessity of family living. Consider the unavoidable expenses of clean-up fund... family existence... education of children... retirement! ■ These are the needs that only insurance can meet. At Federal, we meet this challenge by tailoring our programs to meet these basic needs. For details write Emery Huff, Agency Vice President.

A few prime managerial positions still available in the Midwest area.

FEDERAL LIFE INSURANCE COMPANY 6100 N. Cicero Avenue, Chicago 46, Illinois

Changes In The Field

Connecticut Mutual Life

Wilfred M. Mits has been appointed general agent at Honolulu, where he was formerly associate business manager for Canada Life. He succeeds Harry B. Mathewson, who has resigned. Mr. Mits has also been manager and part owner of the Royal

agency, general agent at Honolulu for Massachusetts Mutual, and before that was an examiner in the Hawaii insurance department.

Connecticut General

Arthur R. Bradley, assistant manager at Evanston, Ill., has been appointed manager at Minneapolis to

succeed Palmer Anderson, who will devote his full time to personal production. Mr. Bradley entered the home office in 1954, later becoming an agent at New York City and Scarsdale, N.Y.

Equitable Of Iowa

John O. Schindler of the Leiser agency at Milwaukee has been appointed supervisor.

Hartford Life

Francis N. Mulchy, manager at Westwood, Mass., and Daniel J. Rourke Jr., supervisor at Boston, have been

appointed manager and assistant manager, respectively, at the new agency in Boston. Mr. Rourke is a CLU.

John Hancock

Cornelius J. Flynn, field assistant in the general agency department, has been appointed general agent of a new agency in Danvers, Mass. He has also been a field assistant of Sun Life of Canada.

The Remole agency has been formed at Minneapolis as a unit of the Hunter agency. The new agency is operated by Norman W. Remole as chairman and vice president, E. V. Haubrich president and general manager, and William Jacobson, LaVonne Schutz and Al Pieper. All were with Guardian Life.

Great-West Life

Wilton F. Hettesheimer and A. T. Pires Jr. have been appointed supervisors at Cincinnati and Beverly Hills, Cal.

Employers Life



William E. Nitzsche

William E. Nitzsche has been appointed manager at Denver. He has been a brokerage consultant of Connecticut General Life at Chicago.

North Central

S. W. Markell Jr., for 10 years northern Minnesota manager of North American Life & Casualty, has joined North Central Financial Planning Corp., a subsidiary of North Central Co., as sales manager in Minnesota outside of the Twin Cities of the investment house plans of insurance programs of mutual funds and life insurance.

Richard J. Williams, formerly a principal of Edling-Williams & Associates, mutual funds dealers in Minneapolis, has joined North Central Financial Planning as head of the Minneapolis-St. Paul office. From 1955 to 1959 he was with Penn Mutual Life in Minneapolis as a supervisor.

North Central Life provides the life insurance portion of North Central Financial Planning Corp. plans.

Equitable Society

Arthur P. Carroll, field vice-president of the western department, has been appointed manager at San Francisco to succeed the late Arthur D. Hemphill. Mr. Carroll, a CLU, joined the company in 1930, later becoming assistant manager on the president's staff, manager at Los Angeles and director of agencies.

Indianapolis Life

George F. Wilcox has been appointed general agent at Fort Lauderdale, Fla.

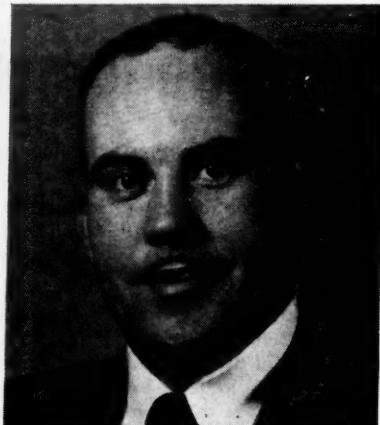
New England Life

Edward T. McCain, who had been at the Atlanta group office, has been named manager of a new group agency at Memphis.

George R. McClellan has been ap-



DINO V. MESSARIS
Flint, Michigan
Leading Agent,
Weekly premium increase.



ALFRED O. BERGQUIST
Flint, Michigan
Leading Associate Manager,
Weekly premium increase, per man basis.



HUGHIE F. CONWAY
Flint, Michigan
Leading Manager,
Weekly premium increase, per man basis.



PAUL S. CULPEPPER
Augusta, Georgia
Leading Agent,
Regular Ordinary increase.



RAYMOND R. JANISSE
Wayne, Michigan
Leading Associate Manager,
Ordinary increase, per man basis.



MORRIS KORELITZ
Wayne, Michigan
Leading Manager,
Ordinary increase, per man basis.

The Look of Leadership

Through their personal efforts, or as agency executives, these six men of the Combination Division in 1960 established outstanding sales and service records which have earned them the distinction of being named *Leaders* for the year. Such qualities of leader-

ship, possessed and inspired, deserve recognition. They are a prime and prized factor in making Life of Virginia "The Natural Bridge to Security" for an ever-growing number of individuals and their families.

THE LIFE INSURANCE COMPANY OF VIRGINIA

SINCE 1871 • RICHMOND, VIRGINIA



90
YEARS

ointed man
at Miami
the group
Accident at

N



Walter R. North

North

Robert J. North, field supervisor at Miami, has been appointed general agent at Miami.

Gerald E. North, age supervisor at Minneapolis, has been appointed general agent at Minneapolis.

Liberty

Ralph H. Liberty, at Fitzgerald, has been appointed general agent at Fitzgerald.

at Fitzgerald.



W. H. Crum

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Ga.

Ma

Robert W. Ma, Angeles, has been appointed general agent at Phoenix. He has been qualified for the position.

Georgi

Paul Br. Georgi, general agent at Atlanta, has been appointed general agent at Atlanta.

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Rufus Joh
Elton J. C

Assistant manager of a new group agency at Miami. He had been manager of the group agency of Provident Life & Accident at New Orleans.

National Fidelity



Walter R. Ross has joined the company as manager at Kansas City.

Walter R. Ross

North American L.&C.

Robert J. Bode has been appointed field supervisor for northern Minnesota. He will be located at the home office.

Gerald E. Johnson becomes brokerage supervisor at the Harlow agency at Minneapolis.

Liberty National Life

Ralph H. Martin, associate manager at Fitzgerald, Ga., and W. H. Crew,



W. H. Crew



Ralph H. Martin

associate manager at Marietta, Ga., have been appointed managers of new offices at Cordele, Ga., and LaGrange, Ga.

Manufacturers Life

Robert W. Grange, formerly at Los Angeles, has been appointed manager at Phoenix. He is a CLU and has twice qualified for Million Dollar Round Table.

Georgia International Life

Paul Brainus has been appointed general agent at Shreveport, La., where he has been with Metropolitan Life.

SECURITY NATIONAL has appointed Edward Gagnon to head a new agency at Minneapolis-St. Paul.

Occidental Of California Leaders' Club Inducts 18

Eighteen agents were inducted into the Leading Producers Club of Occidental of California at the Top Club convention at Scottsdale, Ariz. New officers are Harold K. Quinn, Shreveport, La., president; Ben Rocca Jr., San Jose, Cal., 1st vice-president; and Robert C. Fyke, Los Angeles, 2nd vice-president.

The club was founded in 1933 and now has 126 members. To qualify, agents must have an average of \$1,000 in paid premiums for each of the 18 months in the qualification period together with a minimum of 80% second-year persistency.

Lincoln Liberty Agents Meet

A new "managed investment program" was introduced to 90 agents attending the sales conference of Lincoln Liberty Life at McAllen, Tex. Among the speakers were two agents, Rufus Johnson, Rosenberg, Tex., and Elton J. Cates, Alice, Tex.

Company Entering A&S Field Found No Initial Agent Stampede To Buy

"One of the things Northwestern National Life assumed when it entered the health insurance field a year and a half ago was that the company's agents would be among the first to buy a health policy," said Dan D. McLaughlin, Northwestern National vice-president and agency director, at the annual LIAMA A&S spring meeting at Chicago.

This was not the case, however, and only a few agents owned a health contract, he admitted. "We remedied this by starting a simple campaign which provided an 'I Own One' button when an agent bought a policy himself. The campaign worked and stimulated sales all along the line."

A number of problems were encountered by the company in introducing health insurance to its field organization. Some agents with successful life operations felt their clients needed more life instead of health insurance. Underwriting health policies required more investigation and more time than underwriting life policies. Some agents had been brokering health plans with other companies, and it took some educating to acquaint them with Northwestern National's methods. Furthermore, getting agents licensed took more preparation than the agents expected.

These problems are being overcome, said Mr. McLaughlin, but the process has taken time and a continuing follow-through program.

"Northwestern National is convinced that its decision to enter the health field was a sound one," he concluded. "As each month goes by, we see more and more agents accepting health insurance as a very important part of their product line. Already Northwestern National is seeing some of the benefits to be derived from the health business in recruiting, financing and stabilization of agents."

Bollinger Agency Issues Safety Plan For Schools

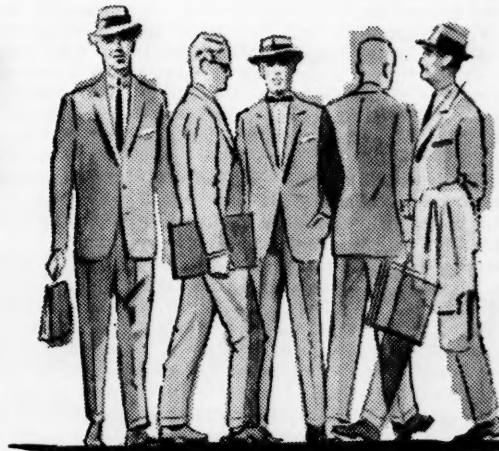
C. W. Bollinger agency of Newark, which specializes in student and accident plans for the schools of New Jersey, has devised and is furnishing to the schools a complete year round safety program. For each quarter, including the summer months, the agency issues a bulletin with a schedule of monthly safety activities. Subjects covered include good driving and bicycling practices, fire prevention, playground safety, first aid, and proper procedures in all phases of school activity. With each bulletin there is a complete listing of pertinent educational material to enable schools to put the program into practice.

Japanese Visit Wash. National

Ten senior executives of Japanese insurance companies and an assistant chief of the Japanese Ministry of Finance visited Washington National to study life insurance operations. They form the second life insurance study team to come to the U.S. under sponsorship of International Cooperation Administration. Their tour includes head offices of other life companies and organizations.

Connecticut Mutual Life's first-quarter life sales were \$150 million. Despite near-record March business, the total is 4% under sales for the first quarter of 1960. March sales were \$54 million, fourth highest monthly total in the company's history.

No two
agents
are
alike!



We know there is a wide diversity of agencies and agents. We know that local conditions, type of operation and still other factors create these differences.

SUN LIFE'S agency operations have been successful because our Home Office individualizes its cooperation and assistance to meet each agent's specific needs. Our agents' prosperity and loyalty are convincing proof that our individualized plans for personal-producing General Agents, tailored to the situation, have yielded mutually advantageous results.

You should know more about what SUN LIFE can do for you—write today or just pin this page to your letterhead for a prompt reply. Your inquiry held in confidence.

Just address it to BERTRAM A. FRANK, C. L. U. Vice President and Director of General Agencies



Sun Life

INSURANCE COMPANY OF AMERICA

105 E. Redwood St. • Baltimore 2, Md. • Established 1890

Entering Our Second Half-Century of Service

With a continuous record of growth through service to policyholders and agents during our first fifty years, Illinois Mutual Life and Casualty Company looks forward confidently to a second half-century of progress and success.

Illinois Mutual has a complete portfolio of quality Life, Disability, Income, Hospital and Major Medical insurance issued on both individual and group basis.

Join a growing, progressive industry leader providing security for its policyholders and financially rewarding careers for its agents. Ask about Illinois Mutual's two new non-cancellable and guaranteed renewable disability policies with life-insurance-like high first year commissions yet with liberal A & S-like renewal commissions.



Protecting your future is our tradition

ILLINOIS MUTUAL
Life and Casualty Company



HOME OFFICE, PEORIA, ILLINOIS • E. A. MCCORD, PRESIDENT

Newton Asks For Reaffirmation Of True Role Of Life Insurance

(CONTINUED FROM PAGE 11)

insurance and he who represents it as such works a cruel hoax on the client who trusts him."

This speculative era in which we live is a trying time, said Mr. Newton. In such a time it is easy for the public to be misled by gilded promises. It is, therefore, a time when much is required of the life insurance business and everyone in it—and they must not be beguiled by those who raise the specter of a continuing inflation. It is a time when many seek easy palliatives for inflation. Life insurance men must forthrightly teach that there is no way to hedge or be protected against this economic disease. They must stand for the proposition that the only safe approach to the problem of inflation is to do those things which must be done to stop it.

There is no safe way for individuals or businesses to accommodate to the effects of inflation. Its causes must be found and rooted out. And the public should be told this—not led to believe that some kind of investment is a magic cure for its devastation. In so

far as the service of life insurance is concerned however, this issue of inflation is a red herring brought up by others to confuse rather than to help. Of course, the guaranteed dollar security does not compensate for changes in the dollar, nor does it vary with business conditions, phases of the moon, changes in administrations, changes in national tastes or changes in anything—it is fixed, guaranteed, secure and as unchanging as the north star is unchanging and this is why it is the foundation of all family financial planning.

If it were subject to shift and change, it would be a poor foundation and this the American people have known for over a hundred years. This is the priceless asset of the business, yet it is in a fair way to being lost. And it will be lost if those in all the companies and institutional organizations don't make a greater effort to train life insurance people and convince them of this simple truth and be sure that the message is clearly and fully told.

This is such a simple truth one

might wonder that misunderstanding could exist. One might ask a question here: "Have we made a solid contribution to this misunderstanding by the involved way in which we from time to time have explained the nature of our service?"

Everybody knows that straight life insurance bears no resemblance to ordinary securities be they bonds, common stock, savings and loan certificates or mutual fund shares. It is designed for a particular purpose which it alone can fulfill. It is a contract for the delivery of future dollars upon the occurrence of certain contingencies named in the contract. It is not a savings plan as such. Any savings characteristic is purely incidental to its primary purpose and should not ordinarily be the reason for its selection as against regularly constituted savings mechanisms.

"Don't we tend to cloud the issue when we speak of life insurance as a savings plan, an investment or as anything but what it mainly is—a guarantee to deliver a sum certain in dollars in the future according to the terms set out in the contract—nothing else can do this—nothing provides the guarantee or the enduring quality that is supplied by straight life insurance," said Mr. Newton. "Over and above this enduring quality it is likewise true that we provide additional advantages. If the insured needs emergency funds, we contract to make a collateral loan at his call.

"But this is a collateral loan, not a return" to him of his money at an agreed rate of interest. The money he has paid as premiums is not his. Once paid it belongs to his company to be used by it to meet its contracts. He has no right, title or interest in it beyond what is spelled out in the contract. This is said because I believe a vast confusion exists in the minds of many about these things. Nothing is accomplished by encouraging the notion that somehow policyholders retain a string on money they pay as premiums in somewhat the same way that savings depositors have a claim on their savings.

"These are entirely different transactions and we confuse them at our peril. In one case the bank is a stakeholder, a debtor, and the depositor is a creditor. The relationship of an insured and insurer is just that. The difference is plain. We insure against the risk of death and we agree to make loans under stated circumstances and for certain amounts. We also agree that if the insured desires to terminate the relationship, the portion of the premiums paid which were to underwrite the future risk will be returned under stated terms and conditions. We provide an insurance service that is universally needed, universally used, universally admired and a service that

can be supplied by no one else.

I have emphasized this point because I think our recent failure to emphasize it enough is the cause of great deal of our difficulty. For example, here is what one writer has said:

"Where the companies have probably gone wrong is in letting the agents, for sales purposes, overemphasize and glamorize 'cash values' as if they were some kind of glorified savings account. As we have seen, the lack many of the elements of savings, including availability. They can use them, but only by paying interest and only at the cost of reducing the value of another of your assets—your life insurance policy. (In respect, the cash values in your insurance are much more like the value you have put into your house, which you can mortgage, than they are like a savings account.)

"It is the glib talk about 'savings' that has come back to haunt the insurance companies in the bitter criticism that the savings are 'confiscated' when you die. Actually, it was never intended or expected that you could have both your cash values and your insurance. Your cash values are part of the structure of your insurance; they are inseparable. (Again, it is like your rights to your house: You can take your cash out of your house by selling it, but then you don't have a house; just as you can take your cash values out of your insurance by canceling it, but then you don't have insurance.) There is nothing deviant or sinister about all this. It is part of the mathematics of level-premium straight life insurance.

"As a matter of fact, there sometimes seems to be a bit of doubt as to who really owns the cash values in a life insurance policy. In the earlier days of insurance, it was never supposed that the policyholder owned them; they were part of the assets of the company posted as a reserve against your policy. Even in modern times, while some insurance experts say forthrightly 'The reserve with interest is increased regularly and belongs to the policyholder' (Dublin and Lotka, 'The Money Value of a Man'), others can be found who say: 'While the insured may have a right to withdraw his policy value, he does not in fact own it so long as he allows his insurance to remain in force. . . . It must be clearly understood . . . that whenever a policyholder withdraws his reserves he is not withdrawing something that is definitely his, as is the situation when a depositor withdraws money from a bank, but rather he is surrendering a policy of life insurance' (Magee, 'Life Insurance'). Try that on your insurance agent."

"It may startle you that I quote Sam Grafton's recent article (in McCall's magazine) which on other points justified our vigorous disapproval. But I think this is an acute comment. And I think all of us can

**YOU, TOO,
CAN GET
THE
BIG ONE!**

Many choice opportunities are missed, but this can be the big moment you've been looking for . . . the moment that starts you toward becoming manager of an agency all your own.

State Life's vigorous program of agency building offers such a liberal agency contract with so many, many advantages that you can't afford to let this be the "big one" that got away. Cast your line to State Life and land for yourself a successful future with a company offering everything that it takes to interest and develop agents and agency managers. You can do it simply by writing today for full information . . . no obligation on your part.

DIHL H. LUCUS

Vice-President and Director of Agencies

**The
STATE LIFE
Insurance Company
Indianapolis**

A MUTUAL COMPANY FOUNDED 1894



a CLU seminar. From left are George O. Braden, Prudential; R. Edwin Wood, Phoenix Mutual Life; Miss Hogue; Mayor Christopher; Robert L. Levin, Equitable Society, and Carroll Walker, also Equitable Society.

Mayor George Christopher of San Francisco presents a key to the city to Lillian G. Hogue, president of American Society of CLU. Miss Hogue, New York Life agent at Detroit, was in the city to speak at a meeting of the San Francisco CLU chapter and to preside over

from it. We know that cash values are a necessary part of the structure of a level premium plan and not savings in the ordinary sense. We know that these cash values do not belong to the policyholder and can be recaptured by him through the surrender and cancellation of his policy. We know that the policyholder when he makes a policy loan is not growing his cash values but is putting it up as collateral for his loan. We can prove this by reference to the fact that throughout the period of the loan the cash values continue to ac-

cumulate at an assured rate of interest. There would clearly be no possibility of this had they been removed at the time the loan was made.

"Grafton suggests that we try these things on an agent. I don't object to his doing this though I think our agents understand these things at least as well as he. I'm more impressed with the need that our agents and all of us take every opportunity to see that the public likewise understands these things. To this end our advertising program at the institute is devoted to the theme of the unique advantages of life insurance and we are constantly proclaiming in speeches, in educational materials and in promotional pieces that only life insurance provides the guarantees to protect you if you die too soon, live too long or suffer emergencies along the way.

"Failure by our business to make these relationships and rights clear and plain permits charges to be made that create confusion in the mind of the public both as to the purpose of our contracts and their basic fairness. Adequate education will tend to eliminate this confusion and cause such charges to be dismissed out of hand as unworthy of consideration.

"This would tend to neutralize people like the recently quoted licensed agent—a CLU and sometime member of the Million Dollar Round Table. It would also dispose of the investment counselor, the Sam Graftons and the host of self-styled insurance counselors who have been widely quoted in recent months on the folly of permanent insurance and on the theme that term insurance can provide needed protection just as effectively and a great deal more cheaply than any other brand."

The public cannot be misled by this "advice" if it understands that the only way to guarantee that protection will be available when it is needed is through permanent life insurance, said Mr. Newton. If it understands that term insurance is a sort of a patch and not a program, then the public will realize that all these self-styled experts are talking through their collective hats. But there is only one prescription that will insure this result, and this prescription involves four things: (1) That we in the business not claim to have the answer to all the ills that flesh is heir to; (2) that

everybody in the business sell guaranteed protection as the primary service and constantly proclaim that the only way to be sure it will be available when it is needed is through a program of permanent insurance; (3) that everyone be sure that clients understand that their insurance contracts are service contracts; not banking arrangements under another name even though they do create a guaranteed source of funds for emergencies, and (4) that the industry publicize these facts in all its doings to the limits of its capacity and to the end of fuller

understanding.

"If we as a business have any responsibility to this public, which we have been serving for generations, we must be responsible for seeing that they have every opportunity to know and understand these things rather than what they may have been led by others, outside our business, to believe about our service," said Mr. Newton. "In my opinion, only if we address ourselves faithfully and effectively to this task can we be sure of a job well done, no matter what other marks of progress we may have presided over."

you can arrange
LIFE INSURANCE LOANS
at lowest rates
from
P.H.S.B.

• PROFITS

• EXTRA SALES

• SAVINGS

You can provide a valuable service for any client who is seeking or has placed a loan on his life policies. Just put him in touch with us, assist in completing the loan—share our commissions.

And your client saves—because most such loans are now being placed at higher rates of interest.

His savings probably will amount to enough for a new policy with you to liquidate the debt in the event of death.

This is the only national company specializing in such loans—totalling over \$175,000,000 since 1937.

Write for full information of the loan advantages offered by...

Policy Holders'

SERVICE BUREAU

Arthur I. Boreman & Sons
1912 Grand Avenue
Des Moines 5, Iowa
Attn. James W. Jones

Buffalo Blue Shield Given Rate Boost In Second Try

Following earlier denial of an application for rate increases proposed by Western New York Medical Plan (Buffalo Blue Shield), a revised application raising subscriber rates an average 24.4% on the plan's service and indemnity contracts has been approved by the New York department. The increase is effective May 1.

In January, the department disapproved a request for an average 36.1% increase on the service contracts. The new approved rates adjust service contract increases downward and indemnity rates boosts upward, so that both classes of contracts bear their fair share of projected cost increases.

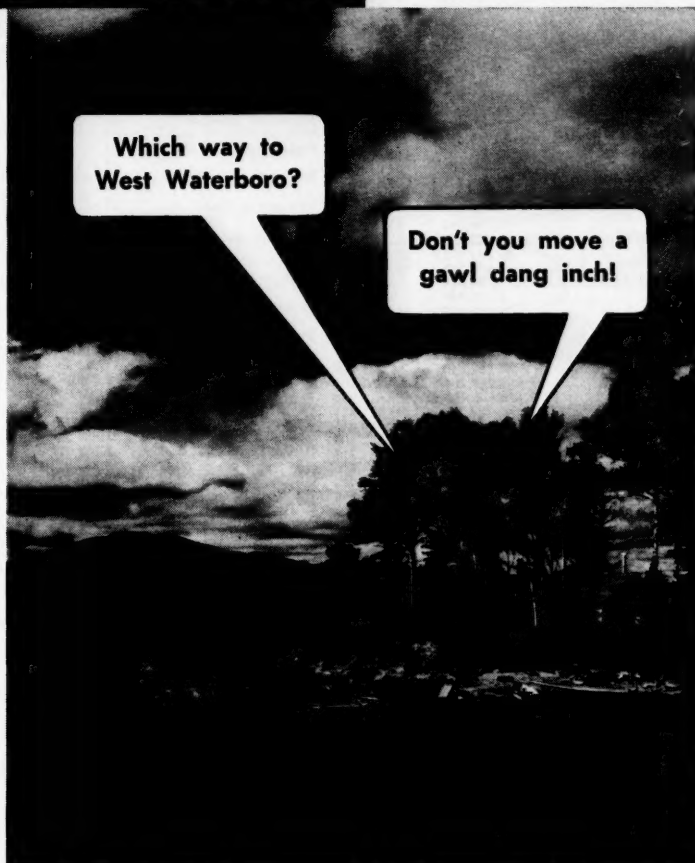
B.M.A. Quarter Sales Dip But Premium Income Is Up

Sales of Business Men's Assurance in the first quarter dropped 3.6%, but premium income rose 5.6%.

Premium income amounted to \$14,083,478 and investment income totaled \$2,128,288, up 11.5%. New business amounted to \$100,057,321, and insurance in force during the quarter increased \$30,903,972 to \$2,032,610,960.

MAINE MAXIMS

One of a series



Nor will we move an inch from our belief that "the man and the salesman are one—and cannot be separated." Only by directing our efforts toward building the man—by helping him in all phases of his personal growth—does the successful salesman emerge.

In the process, we make available the best sales tools and provide careful training, guidance and supervision. Out of our mold of consideration and understanding comes a man of greater stature and income—who is a happy member of his community and a credit both to himself and to the name of Union Mutual.



UNION MUTUAL

America's 8th Oldest Life Insurance Company
Home Office — Portland

Carleton G. Lane, President / John Carnochan, Executive Vice President

MAINE

LIFE — NON-CAN HEALTH — GROUP

Ordinary Sales In New York Show Slight Decrease From '59

(CONTINUED FROM PAGE 2)

	New Business	Total In Force	New Business	Total In Force
Citizens	42,547,923	71,732,181	Monarch, Mass.	16,259,735
Colonial	5,343,014	14,035,525	Mutual Benefit Life	569,428
(G)	17,455,970	101,101,999	(G)	5,782,268
Columbian Mut.	17,845,257	21,134,546	Mutual, Canada	92,575,650
(G)	3,419,232	26,484,617	(G)	47,530,271
(I)	8,262,819	24,048,061	Mutual of N.Y.	534,498
(G)	4,000	117,000	(G)	152,488,716
Companion	23,080,192	75,606,967	Mutual Trust	34,745,358
(I)	15,100,584	58,243,684	(G)	25,715,101
(G)	12,444,881	173,055,550	National Canada	6,639,187
Confederation	424,514	6,201,146	(G)	7,219,150
(G)	80,507,421	625,949,144	National, Vt.	73,305,638
Connecticut Genl.	84,529,511	1,179,615,468	(G)	42,873,670
(G)	85,013,704	658,067,543	Nationwide	176,117,672
Connecticut Mut.	38,678,909	223,416,447	(G)	1,149,949,871
Continental Am.	97,995,665	564,032,634	(G)	132,050,149
(G)	158,018,074	493,094,984	N.Y. Life	335,896,526
Credit	668,961	104,799,861	(G)	2,726,961,840
(G)	91,701,961	104,799,861	North Amer. Re	49,073,880
Eastern	35,531,203	96,190,694	(G)	No direct business
(G)	11,479,378	51,265,477	Northeastern	10,821,248
Empire State Mut.	11,984,846	56,911,499	(G)	100,409,003
(G)	29,416,209	59,664,281	N. W. Mutual	70,979,661
(I)	271,223,132	2,606,519,443	(G)	10,821,616
Equitable Society	165,884,259	3,398,648,486	Old Republic	94,760,393
(G)	8,485,209	79,117,236	(G)	32,082,907
Equitable of Iowa	13,927,423	71,841,806	Patriot	46,806,631
(G)	734,000	734,000	(G)	9,894,930
Farm Family	5,692,107	65,894,571	(G)	2,547,203
Farmers & Traders	6,348,605	24,884,519	Penn Mutual	91,128,658
(G)	10,388,741	124,288,708	(G)	806,959
Fidelity Mut.	10,479,184	403,500	Phoenix Mutual	46,304,287
(G)	19,628,869	15,509,889	(G)	14,506,205
Gotham	9,585,492	13,704,712	Postal, N.Y.	34,366,964
(G)	83,692,803	579,955,380	(G)	13,248,963
Guardian	26,466,521	96,451,486	Prov. Life & Cas.	162,250
(G)	2,764,523	2,696,012	(G)	2,702,950
Hamilton Life, N.Y.	5,455,440	5,455,440	Provident Mut.	37,501,067
Hartford Life	21,886,482	110,679,304	(G)	5,646,860
(G)	23,934,921	72,059,881	Prudential	1,235,946,172
Home Life, N.Y.	38,463,100	410,468,124	(G)	358,042,727
(G)	5,798,686	90,938,383	(I)	53,546,445
Imperial, Can.	789,540	4,240,766	Secur. Mut., N.Y.	29,324,981
John Hancock	491,254,268	2,938,781,705	(G)	9,476,074
(G)	271,535,445	1,178,617,983	Standard Secur.	18,801,019
(I)	45,787,371	508,577,824	(G)	1,619,500
Loyal Protective	1,020,029	3,059,014	State Mutual	40,368,170
(G)	1,640	372,486	(G)	29,314,495
Lincoln Nat. of N.Y.	231,311	231,311	Teachers	14,372,738
L. L. L. Mut.	3,538,066	17,401,677	(G)	2,395,246
Manhattan	42,193,264	266,879,740	Travelers	139,892,600
(G)	45,209,886	199,253,779	(G)	256,874,320
Mass. Mutual	150,823,040	1,031,656,952	Union Central	35,392,761
(G)	46,349,753	272,545,393	(G)	21,887,577
Metropolitan	918,275,565	8,642,841,546	Union Labor	6,205,921
(G)	663,443,021	6,226,684,807	(G)	10,076,211
(I)	12,052,064	1,059,821,235	United Mutual	2,680,896
			(I)	1,881,712
			United States	72,028,305
			(G)	119,411,057
			Savings Bank	21,886,482
				110,679,304

United States Life To Enter Pension Field; Appoints Consultants

As part of its decision to enter the pension and profit-sharing field, United States Life has appointed Richard Griffin as pension consultant.



Richard Griffin

The company has completed pension plan review with the pension exempt organization section of the Internal Revenue Service.

Charles P. Moore, who recently joined the company as actuarial pension consultant, will work with Griffin in the development and operation of the pension department. Mr. Moore has been in pension consulting work with Kwasha, Lipton & Clark, Alexander & Alexander and Joseph Froggatt & Co.

Suspend Tribune Assn. Operations

Commissioner Francis R. Smith of Pennsylvania has ordered Tribune Assn., a beneficial society, to suspend operations. Commissioner Smith's suspension order stated that the further transaction of business by the society would be hazardous to its policyholders, its creditors and to the public.



A SOUTHLAND LIFE AGENT is a man with a future

He represents a "See-Ahead" company... in the top 3% of America's life insurance companies. Liberal agent contracts, extensive training programs, help in the field.

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Over \$1,450,000,000 Insurance in Force

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174 FIDELITY UNDERWRITERS WIN COVETED NATIONAL QUALITY AWARD

"In recognition of life underwriting service of high quality, as evidenced by an excellent record of maintaining in-force and extending to the public the benefits of life insurance..."

For the 17 years in which N.Q.A. has been awarded, Fidelity Mutual Life underwriters have been consistent winners... 8 of them for all of the 17 years; 55 for 10 years or more; and 105 for 5 or more years.

In sincere appreciation for the quality service they are rendering, we congratulate them on receiving this highest commendation.



The FIDELITY MUTUAL LIFE Insurance Company

ON THE PARKWAY AT FAIRMOUNT AVENUE • PHILADELPHIA

Mutual Of Omaha Offers Coverage For Astronauts

Mutual Benefit H.A. will offer up to \$25,000 of voluntary air travel coverage for American astronauts. The insurance will be provided in units of \$5,000.

Chairman V. J. Skutt told directors of the company that there was a high probability of safe space flight by astronauts in the near future. Research on the insurance was initiated at the suggestion of one of the directors, Gen. James Doolittle (USAF-Ret.), who is also chairman of Space Technology Laboratories.

Quaker City Life has reinsured the weekly industrial life and health insurance business of Globe Assurance of Columbus, O.

NON-PROFIT HOSPITAL

Assoc. Hosp. Cap. Dist.	15,410,487	14,210,274
Assoc. Hosp., N.Y.C.	202,954,341	173,347,229
Chautauqua Region	1,043,740	1,107,781
Group Hosp. Serv.	13,403,131	12,194,626
Hospital Plan, Inc.	6,119,360	5,767,853
Hosp. Serv. Jeff. Cty.	697,166	744,718
Hosp. Serv. West. N.Y.	27,836,742	24,652,031
Rochester Hosp. Serv.	16,424,508	14,514,192

MEDICAL INDEMNITY & DENTAL

Central N.Y. Med.	4,417,090	3,961,724
Chautauqua Region	346,951	299,974
Dental Ins. Plan	532,556	348,265
Genesee Valley	7,002,220	7,341,251
Group Health Dental	413,324	310,815
Group Health Ins.	17,246,853	13,795,216
Health Plan Greater N.Y.	21,207,175	19,974,223
Med. & Surg. Care	3,087,020	2,887,872
N.Y. State Athletic	258,248	258,248
Northeastern N.Y. Med.	4,024,205	4,283,742
United Med. Serv.	66,126,960	57,210,436
Western N.Y. Med.	14,112,337	13,754,555

Chall... (co... to the... Mr. Nic... cut Gene... lapsed po... confirm I... nature, ad... size was... ment plan... lower inc... insurance... the situat... and policy... seemed to... Sold By M... "The in... marginal... was little... old organ... been mad... ket which... at the fie... OK mark... surance th... understan... nancing p... "I believ... ventable... preventab... cause in... agent hac... business... "At the... tent busin... sold by g... ating und... system... who alres... in our com... "Out of... tive what... be-impro... broadest... After m... ice, from... for inform... Nicholson... the agen... series of... manager... swers to v... or not h... a good job... Questions... Mr. Nic... follows: -Do y... sales phi... question... end up w... your com... ured in h... its initial... of dollar... actually p... provide i... dren, to p... boys and... privilege... commence... -Do y... facts to... policies?... policies la... Do you h... tools of... about the... your agen... appreciat... year inco... and a hig... the impa... on lapses... -Do y... a chapter... business?... last year... subject?... your Nati...

Challenges Agency Heads To Solve Problems

(CONTINUED FROM PAGE 1)

to the repeat customer concept. Mr. Nicholson said that a Connecticut General review of 1,000 recently lapsed policies tended to statistically confirm LIAMA studies of a similar nature, adding, "Generally, the average size was low, the frequency of payment plan up, mostly term and endowment, sold to younger people with lower incomes who had little or no insurance. As we probed further into the situation with agents, managers and policyowners themselves a pattern seemed to emerge.

Sold By Marginal Agents

"The insurance had been sold by marginal agents and brokers (there was little difference in the new and old organizations). These sales had been made to an originally poor market which should have been rejected at the field or home office, or to an OK market which had been sold insurance that it did not want, did not understand and had no long-range financing plan in mind.

"I believe that the lapses were preventable at the point of sale, but not preventable at the time of lapse, because in almost 100% of the cases an agent had attempted to salvage the business.

"At the other extreme, the persistent business is permanent life plans, sold by good agents or brokers, operating under our uniform merchandising system, to a good quality client who already had some life insurance in our company.

"Out of this, it seems clearly indicative what our course of action should be—improve policyowner service in its broadest sense," Mr. Nicholson said.

After reviewing policyholder service, from sales presentation to requests for information after the sale, Mr. Nicholson laid down his challenge to the agency heads. He suggested a series of questions a general agent or manager could ask himself, the answers to which would tell him whether or not he and his sales staff were doing a good job of policyholder service.

Questions For Agency Heads

Mr. Nicholson's questions were as follows:

—Do you have in your agency a sales philosophy which supports the question, "What does the policyholder end up with?" When death strikes in your community is your agency measured in the court of public opinion on its initial sales record or on the amount of dollars which your agency has actually put to work? Put to work to provide incomes to widows and children, to provide college educations to boys and girls no longer allowed the privilege of Dad's congratulations at commencement?

—Do you have at hand sufficient facts to trace the origin of lapsed policies? Do you know what kinds of policies lapse most often? Least often? Do you have the facts, which are the tools of understanding and learning, about the best market for you and your agency? Do you have sufficient appreciation of the differences in 10th-year income between a low lapse agent and a high lapse agent? Do you know the impact of frequency of payment on lapses?

—Do your training courses contain a chapter on persistency and quality business? How many agency meetings last year did you conduct on this vital subject? How did you congratulate your National Quality Award winners

of 1960? Have you built up pride in his being a 10-year, 15-year winner? Did you pat your Million Dollar Round Table associates on the back twice? Once for MDRT, and once for NQA?

Conservation Program

—Does your conservation program include these items?: training on the delivery of the policy; emphasis on the annual premium; binders; a strict rule that every agent must see his policyholder at the time that the policyholder must make his first premium payment unaided; a review service for every policyholder at intervals proper for your agency; an assignment of all orphan policyholders and supervision to see that these policyholders are followed up, and a telephone interview with a lapsed policyholder by you or one of your staff at selected intervals so that you can get both sides of the story?

—Does your sales program call for an increasing percentage of new business from old policyholders? Have you tried to get policyholders to pay at least one premium in advance? Do your contests courageously award annual premium payment and penalize the quarterly?

Mutual Of N. Y. Pays Death Claim Of \$100,000; Paid Premium On Policy \$680

Mutual of New York has paid a \$100,000 death claim on a life insurance policy for which the policyholder paid only \$680, a return to his beneficiary of more than 14,000%.

The policyholder, a 48-year-old surgeon, had been found in perfect health when he bought the policy last October. At the time, he was reluctant to buy the insurance because he considered himself in excellent condition.

Yet 11 weeks later he was dead of a heart attack. He had paid only two monthly premiums. The total benefit, therefore, will actually exceed \$100,000 the company noted.

Industry Committee For NAIC Meeting Named

Chairman John Diemand of North America is chairman of the industry executive committee in charge of preparations for the annual meeting of National Assn. of Insurance Commissioners at Philadelphia, June 4-9. William MacLean, president National Union Fire, is co-chairman with Mr. Diemand, and J. Kenton Eisenbrey, North America, is treasurer of the committee. T. R. Balaban, Pennsylvania deputy, is secretary.

Other members of the committee are Thomas A. Bradshaw, president Provident Mutual Life; Malcolm Adam, president Penn Mutual Life; Kenneth B. Hatch, president Reliance; William Elliott, chairman Philadelphia Life; Harold G. Evans, president American Casualty, and H. H. Gilkyson, president Chester County Mutual.

Flag Flown Over Capitol Building Given To Manhattan Life Chairman

George P. Sampson, Manhattan Life's general agent at Washington, presented J. P. Fordyce, chairman, with a 50-star American flag that had flown over the Capitol building. Presentation was made at a meeting of Manhattan's general agents following the company's agency conference in Washing-

ton. Accompanying the flag was a framed certificate signed by George Stewart, architect of the Capitol building, authenticating the flag, which will be placed in the home office board room.

Standard Security (N.Y.) Sets Up Pension Division

Standard Security Life of New York has established a pension department.

Its basic pension program utilizes split-funded pension plans based on the company's guaranteed low-premium whole life policies which can be converted to annuities from an auxiliary fund whether independently invested or deposited with Standard Security at a guaranteed interest rate of 3½% for the first five years, if the death benefit is not less than 100 times the monthly pension benefit. Low conversion factors for up to \$40 monthly income per \$1,000 of life insurance are available.

Guaranteed issue is also available for five lives or more, with the maximum amount dependent on the size of the case and the number of lives.



Crawford H. Ellis, chairman of Pan-American Life, presses the starting button in dedication ceremonies of the company's new IBM 7070-1401 magnetic tape-oriented data processing system. Looking on is IBM's New Orleans manager, Frank Thomas.



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Editorial Comment

Unwarranted Suppression Of The News

As you read our NALU midyear meeting account in the April 22 issue you of course wondered why it was inexplicably mysterious about the identity of NALU's No. 1 choice for executive vice-president. It was obvious that our reporter, along with everybody else at the meeting, knew the man's name. Then why didn't we print it?

Well, here's why: Right up to publication time, NALU didn't know whether it could get its man or not. (In fact, at press time this week, NALU still wouldn't or couldn't say whether Gov. Underwood had accepted the position.) So naturally the association couldn't say it had hired a new executive vice-president. But there was no reason on earth why it couldn't have stated, in essence, "Former Gov. Underwood of West Virginia is our No. 1 choice but we don't know yet if we can get him."

Instead, NALU told our reporter that even a speculative mention of Gov. Underwood's name might overturn the applecart and perhaps even result in his rejecting the offer when otherwise he would have accepted it. So, rather than print an established fact that might risk losing a good man for NALU, and having no opportunity to determine, in a few hours before press-time, whether NALU's demand was valid or not, our reporter made the only proper choice: He took the validity of NALU's contention on faith and suppressed all mention of the name of its No. 1 choice for executive vice-president.

Since then there has been opportunity for a calm appraisal of NALU's demand that the name of its No. 1 choice be withheld from publication. Was it justified? Or was it an ill-considered and inconsiderate imposition on a friend in the insurance press?

Our conclusion is this: There was no logical basis at all for NALU's demand that the insurance papers suppress a fact that was known to several hundred people, namely, that Gov. Underwood was the association's No. 1 choice, even though at the moment

nobody knew for sure whether he'd take the job or not.

The most charitable explanation—and, we believe, the correct one—is that NALU's top leadership was exhibiting one of humanity's unlovelier traits, which is to become wrought up in a crisis and lose its sense of proportion so that it becomes unwontedly desensitized to the rights of others, including a good friend who deserves better treatment. It's all too easy for a person to become so engrossed in his immediate goal that he develops a sort of temporary "tunnel vision" and can see nothing except what is directly ahead. If it seems that publicity might be harmful, the immediate reaction is to get it suppressed, rather than calmly trying to determine whether a certain amount and type of publicity would really be harmful or not. That attitude is of course the basis of much of the senseless censorship in wartime. Newspapers want to do their duty in not printing what may aid and comfort the enemy, but they object violently and rightly when some bureaucrat puts the "classified" stamp on information that is completely incapable of doing any harm.

It might be argued that even printing the known fact that Gov. Underwood was NALU's first choice for executive vice-president—even with a clear and specific disclaimer of any knowledge of what his decision might be—would embarrass Mr. Underwood and perhaps kill the deal. But we regard such an argument as being wholly without merit.

It is the inalienable right of NALU or any other association to decide and to state publicly that this, that or the other individual, from Gen. Eisenhower down to the town drunk, is its first choice for chief executive officer. The man so named may or may not be complimented, he may or may not accept, he may or may not even consider the offer. But how in the world could he be hurt by publication of the fact he is the association's top choice? And if he were in the least interested, why would such publication cause

him to cool off and reject the offer when otherwise he would have accepted it?

The insurance press has always been a good friend to NALU. It has never sought to make news capital out of exploiting the inevitable foibles that are present in so large and democratic an organization. In demanding the suppression of Gov. Underwood's name, the NALU leadership imposed unwarrantedly on the friendship of the insurance press. It may have been normal for these leaders to react as they did in a difficult situation, but it's also normal for the insurance papers not to like it. And we, for one, don't. —R.B.M.

Personals

Warner H. Mendel, vice-president and general solicitor, and **Julie E. Stocker**, associate counsel, of Equitable Society, have been officially praised by New York State Bar Assn. for their aid in the revision of the state's corporation laws. The company also was cited for making available the services of the two lawyers.

Walter W. Steffen, 2nd vice-president Lincoln National Life, has been nominated by the Council for International Progress in Management as one of two American insurance company officials to conduct a two-week insurance seminar in Madrid, Spain, under the auspices of International Cooperative Assn., a subdivision of the U.S. Department of State.

Carol J. Mabry, administrative assistant in the Washington office of Health Insurance Assn. of America, has won the title of "Miss Secretary of 1961" in a contest conducted by National Assn. & Council of Business Schools.

Robert C. Gilmore Jr., director of public relations of Mutual Benefit Life, has been appointed by Gov. Meyner to a special advisory committee on public information for the New Jersey tercentenary commission.

Deaths

VICTOR SIFTON, 64, vice-president and a director of Great-West Life, died at Winnipeg. He became vice-

president in 1951 and served on the board since 1950. He was editor and publisher of the Winnipeg Free Press and headed a chain of Canadian newspapers. He was also a former chancellor of University of Manitoba.

SAMUEL LELAND, 65, life department manager of Carlson Co. agency of Chicago, died.

He had suffered a stroke in March. For a number of years he was supervisor of Aetna Life in Chicago and then went with Fred. S. James & Co. agency as life and A&S manager. He subsequently became Chicago general agent of Union Mutual Life, joining Youngberg-Carlson as life department manager in 1940. The agency became Gore-Youngberg-Carlson in January of this year. Mr. Leland was a well known figure in Chicago life insurance circles, serving on several committees of Chicago Assn. of Life Underwriters, and as a member of its reception committee was in evidence at virtually all association gatherings for many years. He was a former president of Chicago Life Agency Supervisors Club.

JOHN HAVRILLA, 69, chairman of First United Life of Gary, died there. He was the first president of the company, which he helped organize in 1956.

BERNARD V. COLE, 46, manager of Mutual of New York at Detroit, died of a heart attack.

Program For New England Management Meeting Set

The program has been completed for the annual management conference of New England General Agents & Managers Assn., at the Schine Inn, Chelmsford, Mass., May 12-13. Lario J. Balboni, Metropolitan Life, Boston, association president, will be program chairman.

The speakers will be Karl H. Kredner, vice-president in charge of personnel of Metropolitan Life, discussing "Today's Blueprint for Better Service Tomorrow," Daniel H. Coakley, New York Life, Boston, explaining "What a General Agent or Manager Could Do to Make an Agent More Productive," and Charles H. Schaaff, executive vice-president of Massachusetts Mutual, in a speech titled, "What a Job!"

The Saturday morning program will include a panel on creative selling moderated by Carl T. Furniss, Connecticut General, Bloomfield, Conn. Panel members will be Willard H. Griffin, Northwestern Mutual, Hartford; James M. Robertson, Manufacturers Life, Hartford; Thomas W. Henry, New York Life, Hartford, and John Kugler, John Hancock, Providence, R. I.

Final speaker will be Robert E. Slater, senior vice-president of John Hancock. Title of his speech is "Creative Selling and Management in Changing Times."

Life Managers Club Meets

San Antonio Life Managers Club held a panel on selection, with Frank Powell, New York Life, as moderator. Participants were Gilbert C. Langholz, John Hancock; Robert W. Jackson, Lincoln National Life, and Warren L. Johnson, New England Life.



Samuel Leland

By H. W. C. 135 S. L.

Aetna Life American G. Beneficial S. Business M. Cal. Western Commonwealth Connecticut Continental Franklin Life Great South. Gulf Life Jefferson St. Liberty Natl. Life & Cast. Life of Virg. Lincoln Natl. National L. North Amer. Ohio State L. Old Line L. Old Republic Republic Na. Southland L. Southwestern Travelers U.S. Life U.S. Life Washington Wisconsin N.

Mary C. Race K. Mary C. of Pruden



Mary C. A.

Prudential became th woman d been in ch since 1957.

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THE NATIONAL UNDERWRITER

The National Weekly Newspaper
of Life and A&S Insurance



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Stocks

By H. W. Cornelius of Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, May 2, 1961

	Bid	Asked
Aetna Life	101	103
American General	42½	44
Beneficial Standard	29½	31
Business Men's Assurance	58½	60½
Cal. Western States	58	62
Commonwealth Life	36	37½
Connecticut General	201	205
Continental Assurance	250	255
Franklin Life	121	124
Great Southern Life	79	83
Gulf Life	24	25½
Jefferson Standard	55½	56½
Liberty National Life	52	53½
Life & Casualty	20½	21½
Life of Virginia	85	86½
Lincoln National Life	109	112
National L. & A.	140	145
North American, Ill.	17	18
Ohio State Life	38	41
Old Line Life	66	Bid
Old Republic Life	41½	22½
Republic National Life	29	31
Southland Life	96	100
Southwestern Life	79	82
Travelers	120½	122
United, Ill.	50	52
U. S. Life	67	69
Washington National	57½	61
Wisconsin National Life	30	32

Mary C. McKeon Enters Race For NALU Trustee

Mary C. McKeon, division manager of Prudential at Montclair, N. J., has been endorsed as a candidate for NALU trustee by New Jersey Life Underwriters Assn. Her candidacy is also endorsed by New York City League of Life Insurance Women.

Miss McKeon entered the life insurance business 14 years ago with Prudential at Newark, where she later became the company's first and only woman division manager. She has been in charge of the Montclair agency since 1957.

She is the only woman to have been elected president of Newark Life Underwriters Assn. and of New Jersey Life Underwriters Assn., besides holding all the other offices in both associations. She has been secretary and publicity chairman of Woman Leaders Round Table of NALU and was vice-president of New York City League of Life Insurance Women for two terms. Currently, Miss McKeon, who is a CLU, is national committee member of New Jersey Life Underwriters Assn., membership chairman of WLRT and a director of the Newark CLU chapter.

Record Month For Franklin Life

Franklin Life sales in March amounted to \$110,123,831, a record for single month production.

FOR SALE

500 Shares

National Home Life Assurance
Co. of St. Louis

If interested, write or call collect:

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Edward D. Jones & Co.

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Florida Deals Another Blow To Marriage Of Life & Casualty, Gulf

Another legislative roadblock has been placed in the way of a marriage between Life & Casualty and Gulf Life, this one a bill passed by both houses of the Florida legislature which forbids a domiciled insurance company to merge with an out-of-state company unless 75% of the Florida insurer's stockholders and two-thirds of its directors approve the merger.

Sponsor of the measure, Sen. Johns, has said the bill would first be used to stop the rumored merger of L. & C. and Gulf. Rep. Mathews, who guided the bill on the house floor, said the general purpose of the bill is to prevent the future moving of Florida companies out of the state because of mergers with foreign companies.

Said Rep. Mathews, "The effect would be disastrous on employees and state development and taxes. If Gulf Life moved its home offices away from Florida, most of its thousands of employees and \$71 million in mortgages would go with it."

Two Tennessee Bills Die

In March, two bills in the Tennessee legislature which would have permitted L&C. to purchase 20% of Gulf Life stock, and thus open the door to a merger, were locked up in committee and allowed to die there. Following this action, L&C. could have merged with Gulf only through a statutory merger, one that could be effected after being approved by 51% of the stockholders and directors of both companies.

The Florida legislation would complicate a merger attempt even further, requiring that the majority vote in the Florida company be 75% for the stockholders and 66⅔% for directors.

Weaver New President Of Illinois Mid-Continent

John Weaver, executive vice-president of United States Life since 1953, has been named president of Illinois Mid-Continent Life, effective May 8, to replace Jul B. Bauman who has resigned to enter private consulting work for life companies.

Mr. Weaver entered the insurance business 33 years ago while a student at the University of Chicago. In 1928, previous to graduation, he had an impressive sales record as a Chicago broker. In one year he produced \$1,700,000 of ordinary life, as well as a substantial volume of group and fire and casualty business. He subsequently became assistant general manager of Country Life and in 1948 joined Iowa Life as general manager. During his tenure with the latter company it attained more than \$150 million in force.

Illinois Mid-Continent was organized in 1958 and at the end of 1960 had insurance in force of more than \$88 million. It is licensed in Illinois, Indiana and Florida and applications are pending in 15 other states.

Robert R. Willmarth, Port Huron, Mich., led agents of American Hospital-Medical Benefit of Plymouth, Mich., in sales during March.

Henry E. Mellin Heads New Metropolitan Life Sales Management Unit

Metropolitan Life, as part of a move to stimulate group sales by its agency field force, has set up a new sales management division. Henry E. Mellin, 2nd vice-president, formerly in the group division, has been placed in charge of the new unit, which will coordinate sales activities in the smaller-employer market with groups of up to 50 employees.

Mr. Mellin joined Metropolitan's group division in 1934, later becoming regional supervisor at St. Louis, group supervisor at Milwaukee and regional manager at Atlanta. In 1955, he became a sales manager of the group division and after that assistant vice-president and 3rd vice-president.

Transit Casualty Buys Life Running Mate

State National Life of St. Louis has been acquired by Transit Casualty and will be operated as a running mate of that company.

Officers of State National recently elected, are: Preston Estep, chairman; J. D. Reeder, president; William T. Conway, vice-president and secretary; Aloys T. Bolting, treasurer; and Lloyd E. Boas, vice-president and general counsel.

As of Dec. 29, 1960, capital and surplus of State National was increased from \$335,000 to \$1 million. It has about \$20 million in force. After June 1, the company will be located in the same building with Transit Casualty at 901 Washington Avenue, St. Louis.

With Company Since 1945

Mr. Estep has been with Transit Casualty since its beginning in 1945. Mr. Reeder heads the operational staff of the company and has been in recent years the chief actuary of the Illinois department and later was the vice-president and actuary of the Missouri Ins. Co., which was absorbed by Western & Southern Life. The new superintendent of agents is Wayne J. Kras, who was recently with the Federal Life & Casualty. H. H. Locke, who has been with State National since its beginning, continues in an operational capacity and L. A. Koerner, who has been in the treasury department for a number of years, continues in that department.

Liberty National Erecting 10 Field Office Buildings

Liberty National Life during 1961 will erect 10 office buildings for field personnel. Two such buildings have already been dedicated—one in Gainesville, Fla., and the other in Marietta, Ga.

Two other office buildings are scheduled for dedication during April in Alabama—in Brewton and Demopolis. Later in the year new buildings will be constructed, occupied and dedicated in Oneonta and Tuscaloosa, Ala., Gainesville, Ga., Ocala, Panama City and Sarasota, Fla.

Writes \$90 Million In Quarter

First quarter production of Bankers of Iowa amounted to \$90,837,732, of which \$64,104,418 was ordinary. New business in March totaled \$34,796,595, of which \$24,884,094 was ordinary. Insurance in force during the first three months climbed to \$3,789,807,823 and ordinary accounted for \$2,095,157,712 of this.

Conventions

May 8-9, Assn. of Life Insurance Counsel, mid-year, The Greenbrier, White Sulphur Springs, W. Va.

May 8-10, Health Insurance Assn., annual, Biltmore Hotel, New York City.

May 11-13, Assn. of Advanced Life Underwriters, annual, Edgewater Beach Hotel, Chicago.

May 12, New York State Life Underwriters Assn., spring delegate meeting, Astor Hotel, New York City.

May 14-16, Canadian Life Insurance Officers Assn., annual, Seigniory Club, Quebec.

May 14-17, Insurance Accounting & Statistical Assn., annual, Biltmore Hotel, Los Angeles.

May 19-20, Florida Assn. of Life Underwriters, annual, Ellinger Village, Ormond Beach.

May 19-20, North Carolina Health Underwriters Assn., sales congress, Barringer Hotel, Charlotte.

May 23-25, CPCU Institute, southeast district University of Georgia, Athens.

May 24-26, Canadian Life Insurance Officers Assn., annual, Seigniory Club, Quebec.

May 31, Fraternal Actuarial Assn., midyear, Royal York Hotel, Toronto, Ont., Canada.

June 1, CLU-CPCU building dedication ceremony, Huebner Hall, Bryn Mawr, Pa.

June 1-2, Society of Actuaries, regional, Royal York Hotel, Toronto.

June 2, CLU national seminar, Sheraton Hotel, Philadelphia.

June 4-9, National Assn. of Insurance Commissioners, annual, Bellevue Stratford Hotel, Philadelphia.

June 7, Actuarial Club of the Pacific States, annual, Ambassador Hotel, Los Angeles.

Cal. Life Names Mullen President

Edward J. Mullen has been named president and a director of California Life, succeeding B. N. Nemerov. For the past two years Mr. Nemerov has been president of the company as well as chairman, and he continues in this latter post.

Mr. Mullen entered the life insurance business in 1935 as an actuarial clerk for Mutual Life of N. Y. Following service in World War II, he joined the Veterans Administration and served in numerous actuarial positions. He joined Marsh & McLennan in Chicago in 1955 as an actuarial consultant. He was with Allstate from its founding in 1957 until he left to join California Life.

California Life will shortly bring out a new life portfolio, Mr. Mullen reports. Based upon the 1958 Standard Ordinary Mortality Table, and featuring other new developments in the life field, it will embody four principles: Satisfaction of policyholders, satisfaction of employees, an interest in the community, and obligations to stockholders.

Hancock 'How-To' Booklet Aids Novices In PR Work

John Hancock has published and is distributing a colorful new booklet entitled, "So Now You're Publicity Chairman," designed to assist people in publicity work for clubs, churches and other organizations.

The booklet, which is being offered free of charge to interested parties, describes accepted techniques in the preparation and distribution of news releases and feature material for newspapers, magazines, radio and TV outlets.

A copy of the book may be obtained by writing The News Bureau, B-21, John Hancock, 200 Berkeley St., Boston 17, Mass.



Edward J. Mullen



John Weaver

1961 Little Gem Life Chart Is Published

(CONTINUED FROM PAGE 2)

Little Gem gives an analysis of current contracts, followed by premium rates for some 12 to 48 or more contracts per company, including information concerning graded premiums, and the rates for retirement forms, term, disability and double indemnity. Current cash value data, including values at the retirement ages are also shown along with the incomes payable under both current settlement options

and the settlement option provisions of previous issues. Dividend and cost data, including termination dividends and actual histories of policies issued in 1941 and 1951 are also provided for a large number of participating contracts. Special information such as limits, non-medical, retentions, and other useful data are also presented. In a special programing section, the incomes payable on previous issues going back to 1910, numerous reserve

tables, also tables giving the values of paid-up policies and the rates of interest payable on policy proceeds, are provided. Tables showing the guaranteed monthly incomes per \$1,000, paid by over 300 companies complete this section.

Other major divisions provide information concerning juvenile insurance, immediate annuities, National Service Life Insurance, U. S. Government Insurance, and up-to-date information on social security. The weekly premium section gives detailed information about the weekly contracts of 41 companies with the weekly premium rates for some 177 contracts written by 48 companies.

A 24-page booklet of instructions called "How to Get the Greatest Value from Your 1961 Little Gem" is supplied with each copy. It gives specific instructions on how the features of the Little Gem can aid the agent. This "training guide" spells out in detail how agents use the Little Gem in gaining the confidence of prospects, explaining what present life insurance will do, presenting the advantages of their own contracts, establishing the character of their companies, in preparing for important interviews, showing the need for more life insurance, planning programs, closing, etc.

Selling at \$5 a copy, less in quantity, copies of the new Little Gem may be ordered from the National Underwriter Co., 420 East Fourth Street, Cincinnati 2, Ohio, or from any National Underwriter office.

Life Statements Continue To Reflect Gains During 1960

CUNA MUTUAL

Income of Cuna Mutual during 1960 amounted to \$45,111,811, an increase of 19%. Insurance in force rose \$771.5 million to \$5,765,256,091. Policyholders' benefits amounted to \$39,019,425, up from \$32,010,774, and assets rose from \$29,825,693 to \$34,127,262.

INDEPENDENCE OF PASADENA

Individual life sales of Independence Life of Pasadena increased 30% in 1960. Individual A&S business increased 23.8%. The company now has \$61,406,866 of insurance in force, up 20% over 1959. Policyholders' benefits reached \$2,274,385, and amounted to \$3,699,843.

PILGRIM NATIONAL

Insurance in force of Pilgrim National of Chicago totaled \$22 million at the end of 1960, up from \$13.3 million. Premium income rose from \$311,000 to \$450,000 during the year, and assets amounted to \$1,558,714.

POSTAL LIFE

Postal Life's assets at year-end 1960 were \$30,495,488, a gain of \$2,182,113. Premium income for the year was \$4,273,247, also a record. New business paid for amounted to \$51,677,851, and insurance in force reached \$279,664,904, an increase of \$30,491,515.

Southwest Indemnity Names Knight President

Harland L. Knight has been named president of Southwest Indemnity & Life.

Mr. Knight has been with Security Mutual Life for the past four years, first as agency vice-president and, since January, vice-president in charge of public relations.

Mr. Knight's career in the business started in 1932 when he joined the auditing department of Union Mutual Life at Portland. Within four years he was named a traveling auditor and shortly afterward was in charge of the firm's Boston office. He returned to Portland as assistant to the president and later was named agency secretary. He was successively promoted from assistant superintendent of agencies to agency superintendent and finally agency vice-president.

In 1948, Mr. Knight joined Paul Revere-Massachusetts Protective as home office supervisor and was later named agency vice-president.



Harland L. Knight

Supreme Has Ramac

Supreme Life of Chicago has installed an IBM Ramac 305 at its home office. A medium sized computer, the Ramac 305 can store 10 million characters on its 50 disks.

Patriot Life's Rose General Agent At Long Beach, N.Y., Not Syracuse

In the April 1 issue of The National Underwriter it was incorrectly reported that D. Lawrence Rose, a recipient of Patriot Life's minute man of the year award, was general agent at Syracuse. Mr. Rose is general agent at Long Beach, N.Y.

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.
THE NATIONAL UNDERWRITER—LIFE EDITION

GENERAL AGENT FOR CHICAGO

Wonderful opportunity for experienced man to take over going Agency of old New England company, first major company to produce new line of policies on 1958 C.S.O. Table. Outstanding Accident and Sickness and Pension products. Compensation from \$15,000 to \$18,000 for right man, plus unusually broad benefit program. Write in confidence to Y-12, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARY WANTED

Associate or Fellow for St. Louis or Kansas City office for consulting work with Ordinary and/or Industrial clients.

Our actuaries work directly with clients and assume full responsibility. Work is varied, interesting, and challenging. We are doing a lot of ratebook and policy form work on 1958 CSP. Some travel; but not too much. Company-paid generous pension and profit sharing plans, group life and comprehensive family hospital coverages. New air-conditioned suburban offices. Replies strictly confidential.

NELSON AND WARREN, INC.
111 S. Bemiston Ave. St. Louis 5, Missouri

COMBINATION AGENCY DIRECTOR

Mid-western stock company under new management in rapid expansion program has an immediate need for a Combination Agency Director. Must have proven record of success. If you're the man you will be pleasantly surprised at the unusual opportunity. Our employees know of this advertisement. Reply in confidence to: Y-9, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

GROUP SALES OPPORTUNITY!

Large Chicago brokerage firm wants Group Specialist to sell and service large select list of Group Insurance accounts and prospects. Require minimum of one year field sales experience. Under age 35.

Salary is commensurate with experience. Opportunity for growth as a career Group man is unlimited.

All replies will be held in strict confidence. Write to Y-11, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARY

Medium sized Midwestern company has excellent opportunity for assistant actuary with experience in IBM machine procedures; prefer a student of the Society of Actuaries, age under 35. Salary open. Write to Y-13, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

SALES PROMOTION & ADVERTISING

Man, 30-38, to supervise sales promotion, advertising, and publicity programs of national ordinary life, credit life, auto, fire, and casualty insurance companies. Minimum of 5 years advertising experience, including some insurance, required. Home office: Los Angeles. \$500 Million parent company. Include background, experience, and initial salary requirements in first letter. Write in confidence to:

Y-7, NATIONAL UNDERWRITER, 175 W. JACKSON BLVD., CHICAGO 4, ILLINOIS.

ASSISTANT ACTUARY

Well established multiple line company with 3 year old Life affiliate with approximately \$48 million in force seeking qualified Actuary. Desire man 26-36 who is writing exams. Excellent starting salary and opportunity.

Write: Personnel Dept.
American States Insurance Co.
Indianapolis 6, Indiana

LIFE and A&S Position Wanted

Broad experience in all phases of home office and field operations. Past record will prove successful accomplishments in Life and A&S. Twenty years experience in Life, A&S, and Group. Executive with large Eastern and Southern company. Bona fide reason for seeking greater opportunity. A personal interview can determine salary based on future production. Top references. Write to Y-14, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

GROUP INSURANCE EXECUTIVE, fifteen years' experience field and home office operation in sales, sales supervision, underwriting and administration of life, casualty, creditor and pension plans. Age 40, married, C.L.U., employed by major group underwriter in large eastern city. For personal reasons wishes to relocate in midwest or west in responsible field or home office position with aggressive medium-sized company or consulting firm. Write to Y-15, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

NIA Names John Moore To Executive Office As Assistant Director

National Insurance Assn. has appointed John A. Moore assistant executive director.

Formerly a staff member of the President's committee on government contracts in Washington, D. C., which was headed by former Vice-president Richard Nixon, Mr. Moore was chosen from among 41 applicants upon the recommendation of NIA's executive committee.

Mr. Moore is a graduate of Tuskegee Institute and has done advanced study at George Williams College. He has worked on the newspaper staffs of the Chicago Daily Defender, Norfolk Journal & Guide, and Dallas Star Post.

Inasmuch as the executive director of the association, Murray J. Marvin, has announced his resignation, Mr. Moore will be considered for that post by NIA's board at the annual convention in Washington, D.C., Aug. 29.



John A. Moore

OVERSEAS AGENTS WANTED

YOUR CHANCE TO SEE EUROPE AND MAKE MONEY

A large American Life Insurance Agency with offices in Switzerland, Germany, France, England, Italy and Spain, selling to American military personnel, their dependents and civilians, has opening for a LIMITED number of EXPERIENCED life insurance salesmen. Several of present agents in Europe selling 2 to 3 MILLION a year. (Those remaining outside of U.S. 18 months or longer enjoy special U.S. tax advantage). Accepted applicants will be offered Top Contract, Fringe Benefits, Training and Financing. For further details send complete resume and small photo in confidence to Walter J. Bush, Manager, Bush International Life Insurance Agency, 727 East Northern Ave., Phoenix, Arizona. Overseas office address: 241 See Strasse, Zurich, Switzerland.

Sales speaker ring w. Stottrup, president nois A Health w. ters, are C. Graeb dean of College. Crozier assista president ial of O Stottrup i

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Sales congress speakers confer-
ring with S. B. Stotttrup, outgoing
president of Illi-
nois Assn. of
Health Underwri-
ters, are Herbert
C. Graebner (left),
dean of American
College, and J. F.
Crozier (right),
assistant vice-
president of Mu-
tual of Omaha. Mr.
Stotttrup is general agent of Mutual of Omaha at Decatur.



Top Speakers Spark IAHU Sales Congress

(CONTINUED FROM PAGE 1)

families secure them.

Audio-visual selling, one of the top-
ics on a panel program, came in for
considerable discussion. Richard Gil-
more, assistant product manager Con-
tinental Casualty, said that unlike the
old days of radio, today's television-
oriented people need more than just
words to envision a picture. This is
the basic reason for audio-visuals.

Visual aids, he said, are a means to
an end, but not the end in themselves.
They will not make the sale, but they
will give the agent what he needs to
do the job. If a company spends \$50,-
000 on an audio-visual program and
scraps it within 30 days, the program
will still be worth it, because the
agents will be better trained than
they were before, he declared.

Would Be Better Still

Mr. Gilmore said agents may con-
sider themselves top salesmen, but
they will be better still if they give
audio-visual a try. Under questioning
from the audience, he said good agents
will gain something from visual aids,
even though they usually terminate
use after awhile. The greatest bene-
ficiary is the man whose sales volume
indicates a need for improvement.

He noted that his company has dis-
covered that persistency generally is
better on audio-visual business.

Speaking on packaging, Jack Olson,
vice-president of Combined of Chicago,
advised agents to determine their
markets and develop a plan that will
enable them to become proficient in
package sales. Markets should be
worked one at a time, and if the agent
starts with professional people, he
should stay with them until he has
covered the field. This will afford the
advantage of name-dropping—the
agent will be able to mention to a
dentist prospect the names of other
toothpullers who are insured under
the program.

Disability Income Is Primary

Although all items in the health in-
surance portfolio are important, disa-
bility income is primary, William G.
Manzelmann, superintendent of agen-
cies North American L. A. & H., de-
clared, and he urged agents to stress
income insurance.

He spoke on combining life and
health insurance, noting the reluctance
of many agents to do so. The health

agent may find life insurance com-
plicated but this will fade away once
he starts selling it. "How can we be
considered professional when we are
prepared to do only half the job?" he
asked.

The first and the last speakers on
the program, J. F. Crozier, assistant
vice-president of sales training Mutual
of Omaha, and G. Herbert True, lec-
turer and creativity consultant, were
well received for their humor-laden
motivational appeals. "Don't get so
close to this business that you for-
get what you are selling," Mr. Crozier
advised, urging his listeners to re-
member what disability means. A per-
son disabled for 15 years will be un-
dergoing 15 years or 525,600 minutes
of death before burial, he said.

The tendency to fix blame was ob-
served by Mr. True. People look out-
side themselves to attribute their fail-
ures and within themselves to explain
success. So too with insurance agents,
who blame the loss of a sale on a
competitor and slap themselves on the
back for closing a big case.

Harry V. Wade Chides Companies For Term Upsurge

Harry V. Wade, president of Stan-
dard Life of Indiana, writes:

As you undoubt-
edly are aware,
the writer of this
communication is
a weekly reader of
your excellent edi-
torials appearing
in THE NATIONAL
UNDERWRITER. The
one entitled "Does
The Public De-
serve Any Bet-
ter?" appearing in
the April 1 issue is
no exception to the long line of
thoughtful dissertations on matters
surrounding the sale of life insurance.

In this editorial you point out the
fallacy of the advice to buy term and
invest the difference. Although the
Standard Life owns the controlling
interest in the management company
of the Advisers Mutual Fund, I am
happy to say that as yet we have to
sell the first term policy connected in
any way with any sale of a mutual
fund share.

Looks At The Record

I question, however, if the life in-
surance business is in too good a po-
sition to beat its breast about the evils
of term insurance. Let us look at the
record. If you will take the reference
books covering the year 1959, as those
covering last year are not yet in print,
you will find that the 10 largest com-
panies sold in 1959 a volume of term
insurance that was equal to 60.3% of

the total ordinary life and endowment
forms sold in that year. The median
figures for the fifth and sixth com-
panies were 54.1% and 52.7%. If two
of these fine companies that do a
large reinsurance business, which is
necessarily largely term insurance, are
eliminated from the calculations the
average for the remaining eight com-
panies shows that 43.5% was term
as a proportion to all of the life and
endowment policies sold.

As I grow older I find it more diffi-
cult to believe the things I would like
to believe and it is, therefore, a strain
on me to believe that this high per-
centage of term insurance was the best
answer for the insurance needs of the
millions of purchasers it represents.

Let it not be thought that this can-
cerous condition exists alone in the
giant companies. It is as bad among the
smaller organizations recently estab-
lished. Obviously it is easy to deter-
mine which are the 10 largest com-
panies but difficult to determine which
are the 10 smallest. Your correspon-
dent took the first 10 companies that
had less than \$100,000 of insurance in
force that appeared alphabetically in
one of the well-known reference books.
These 10 companies issued a volume
of term insurance that was equal to
116.8% of the volume of ordinary life
and endowment insurance that they
sold (although one of the 10 companies
sold no term insurance in 1959). The
median figures in this case were 66.6%
and 37.0%.

Cat-Throwing Unwise

Under the circumstances, if we can
rely upon our reference books, and
I think we can, the life insurance
business is in no position to engage in
a dueling match utilizing as weapons
cats whose date of demise has been
some time past. Furthermore, it may
be that so-called career life insurance
salesmen are not recommending the
sale of "term only and invest the dif-
ference." Let us hope they are not, but
it is certainly true that life insurance
companies are furnishing the term
insurance coverage and pocketing the
profits, if any. Mutual funds can't sell
life insurance! Until we get our life
insurance house in order we'd better
soft-pedal our horror of the sale of
term insurance.

None of the foregoing is to be inter-
preted as the writer's condoning the
sale of term insurance. It was indeli-
bly impressed upon him by the first
company for which he ever worked
that term insurance in entirety too
many cases ends up as a headache to
the policyholder, the salesman and the
carrying company.

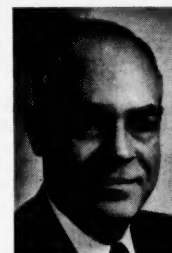
Detroit Managers Hear Equitable Society V-P

Life Agency Management Assn. of
Detroit, at a past president's day lun-
cheon, heard Coy G. Eklund, vice-
president and assistant to the presi-
dent of Equitable Society. A former
president of the association, Mr. Ek-
lund spoke on agency problems in re-
cruiting, training and development.
The luncheon drew 100 persons, in-
cluding 13 past presidents.

Vice-chairman Charles L. Phillips,
formerly chairman and president of
United States Fidelity & Guaranty,
has retired from active executive
duties with that company, but remains
a director of U.S.F.&G., and chairman
of its executive and finance commit-
tees, and continues as a director of
Fidelity & Guaranty Life and chair-
man of the latter's executive-finance
committee. He has been a director of
the parent company since 1927.

Continental American Names Bell President, Benner Is Chairman

Max S. Bell, senior vice-president of
Continental American Life, has been



Max S. Bell



Claude L. Benner

elected president to succeed Claude L.
Benner who has been named chairman.

Mr. Bell entered the life insurance
business in 1923 with State Mutual
Life and in 1926 joined Continental
American as assistant actuary. He be-
came vice-president and actuary in
1936 and vice-president in charge of
agencies in 1942. He is also a director.

Mr. Benner has been with Con-
tinental American since 1928, when he
became company economist. He was
named vice-president and a director
in 1930. He has been president since
1949.

Kenneth J. Budny, Dearborn, Mich.,
was top producer for Michigan Life
during March.

ACTUARIES

Alvin Borchardt & Company
CONSULTING ACTUARIES
= AND =
INSURANCE ACCOUNTANTS
Detroit Atlanta

BOWLES, ANDREWS & TOWNE, Inc.
ACTUARIES
MANAGEMENT CONSULTANTS
LIFE-FIRE-CASUALTY
EMPLOYEE BENEFIT PLANS
RICHMOND ATLANTA NEW YORK
PORTLAND DALLAS MIAMI

Haight, Davis & Haight, Inc.
Consulting Actuaries
Insurance—Pensions
2801 North Meridian St. 5002 Dodge St.
Indianapolis 8, Ind. Omaha 32, Neb.

E. P. HIGGINS & COMPANY
Consulting Actuaries
Auditors and Accountants
Pension Consultants
Bourse Building Philadelphia 6, Pa.

W. MURDOCH STEWART, F.S.A.
CONSULTING ACTUARY
INSURANCE - PENSIONS
201 North Wells Street
Chicago 6, Illinois
Telephone: Central 4-4558

HARRY S. TRESSSEL & ASSOCIATES
Consulting Actuaries
Insurance—Pensions
10 South La Salle Street
Chicago 3, Illinois
FRanklin 2-4020

Service Guide

CONFIDENTIAL NEGOTIATIONS FOR
SALE OF INSURANCE COMPANIES

Ralph F. Colton

30 N. LaSalle St. Chicago 2, Ill.
Financial 6-8792

MUTUAL BENEFIT

INSURANCE COMPANY, NEWARK, NEW JERSEY

LIFE

Mutual Benefit Life Reaches All-Time High With 175 CLU Representatives

10 MBL Agents Receive Designation; 4 Earn CLU Agency Management Diploma

Mutual Benefit Life agents, through the years, have acquired the stature and reputation of true professionals. They have done this in many ways: complete knowledge of their product, its relation and value to their clients' way of life, experience in related fields such as finance, taxes, law, and estate planning, among others. Attesting their enviable standing in the insurance field is the fact that 175 Mutual Benefit Life agents have attained the coveted CLU designation.

Fourteen MBL agents successfully completed the 1960 examinations of the American College of Life Underwriters.

The ten Mutual Benefit Life representatives who achieved the CLU designation are: Atlee I. Beagle, Oklahoma City general agent; Hal W. Dale, Jackson general agent; Bernard E. Goldberg, Hempstead; Irving Grody, Los Angeles; Dorothy E. Montgomery, Chicago-Wilson; Robert R. Clevenger, Houston; Walter A. Sivek, Newark home office; John H. Teasdale, Albany; Raymond J. Wagner, Pittsburgh; and Robert R. Rose, Washington.

Three general agents, Charles L. Doane, CLU, of Omaha; Alfred J. Lewallen, CLU, of Miami; Fort A. Zackary, CLU, Wichita, plus Russell W. Gentzler, CLU, of Omaha completed management examinations and received CLU Agency Management diplomas.

11% of MBL Field Force Now CLU

The new additions to the CLU ranks bring Mutual Benefit Life representation in the titled roster to 11% of the field force.

The reason for this impressive total is obvious: Mutual Benefit Life personnel have always appreciated the value of the CLU program. It is both an important prestige builder and a means of gaining the knowledge which will enable the life insurance man to do a better job.

John H. Ames, CLU, president of the Mutual Benefit Life Chartered Life Underwriters Association, recently wrote in the MBL monthly field magazine that "the knowledge gained from CLU studies enables the insurance agent to do a more thorough job in serving his clients."

Source of Higher Income

"The underwriter can expect a higher, more consistent volume of business and will thereby be better able to provide for himself and his family," he said.

"Familiarity with the rate book is not enough... an agent needs knowledge of financial, legal and sociological considerations... other media of savings and investment... employee benefit plans... wills... and various insurance plans.

"CLU study... provides the life underwriter with a broad understanding of important phases of life insurance and related fields of knowledge, and improves his practical ability to apply this knowledge to the advantage of the buyer of life insurance," Mr. Ames said.

With so high a percentage of agents on the CLU membership list, it is no wonder that the average MBL policy sold last year was \$15,459, with commensurate high commissions.

Brokers Continue to Consider MBL for Surplus Business

Brokers like to do business with MBL. Their reasons, as extracted from their comments and letters, are:

1. MBL is easy to do business with.
2. Counseling service is just a phone call away, and local agencies are ready to help before, during and after the sale.
3. Very liberal income options and flexible agreements assure satisfactory programs.
4. The high early year cash values protect my policyholders in time of emergency.
5. The integrity of the Company is without parallel, and I need that when it comes to protecting my top quality clients.
6. Promotion and merchandising ideas are tops and always available.
7. The Disability Income contract is unique in the business.
8. The Company underwrites profitable life insurance, giving me more income.
9. The broker's contract is vested, which guarantees my renewals.
10. The Company is nationally known and readily accepted by the public.

CAREER AGENTS' EARNINGS AVERAGE \$14,077.83

An earnings survey of Mutual Benefit Life career agents revealed an average income of \$14,077.83 in 1959. This group comprises production honor roll qualifiers with two or more years of Company service. 10% of this group earned over \$25,000; 23% made between \$15,000 and \$25,000.

MUTUAL BENEFIT LIFE ROSTER INCLUDES RECOGNIZED AUTHORS

Many Mutual Benefit Life members over the years have shared their experience and knowledge with the whole institution of life insurance. Some are authors of recently published books. Many are famous in the insurance field. And, since a company is known by the people it keeps, Mutual Benefit Life is doubly proud of their dual success.

Bill Earls, CLU, MBL general agent in Cincinnati since November 1950, has led all the company's agencies in seven years and won 19 MBL awards. Bill Earls' book, *Million Dollar Profiles*, is an intensive study of top members of the Round Table. He reveals their methods, techniques, work habits, organization and dedication — with the outlook of one who has a long record of MDRT qualification.



Bill Earls



Solomon Huber

Author of hundreds of articles and several books is Solomon Huber, CLU, Mutual Benefit Life general agent in New York City since August 1947. The Huber agency has won seven MBL awards, including the President's

Trophy and the New Organization Award (twice). Mr. Huber's latest book is *Estatology*, a complete treatise on estate planning procedure, published this year by *Estatology, Inc.* In 1959, Mr. Huber published the *Estate Planner Reader*. He has also co-authored *Writing and Selling Business Insurance*, published by the University of Illinois.

Mildred F. Stone, CLU, staff assistant to the president, joined the company 35 years ago. Among her works are *A Short History of Life Insurance*, published by Insurance Research and Review Service, and *Better Life Insurance Letters*, published by National Underwriter Company. Miss Stone is also the author of *Since 1845*, a comprehensive history of the Company, published by Rutgers University Press. Her latest book is *The Teacher Who Changed an Industry*, a biography of Dr. S. S. Huebner, a definitive study of the legendary pioneer of insurance educators, published in 1960 by Richard D. Irwin, Inc.



Mildred F. Stone

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